

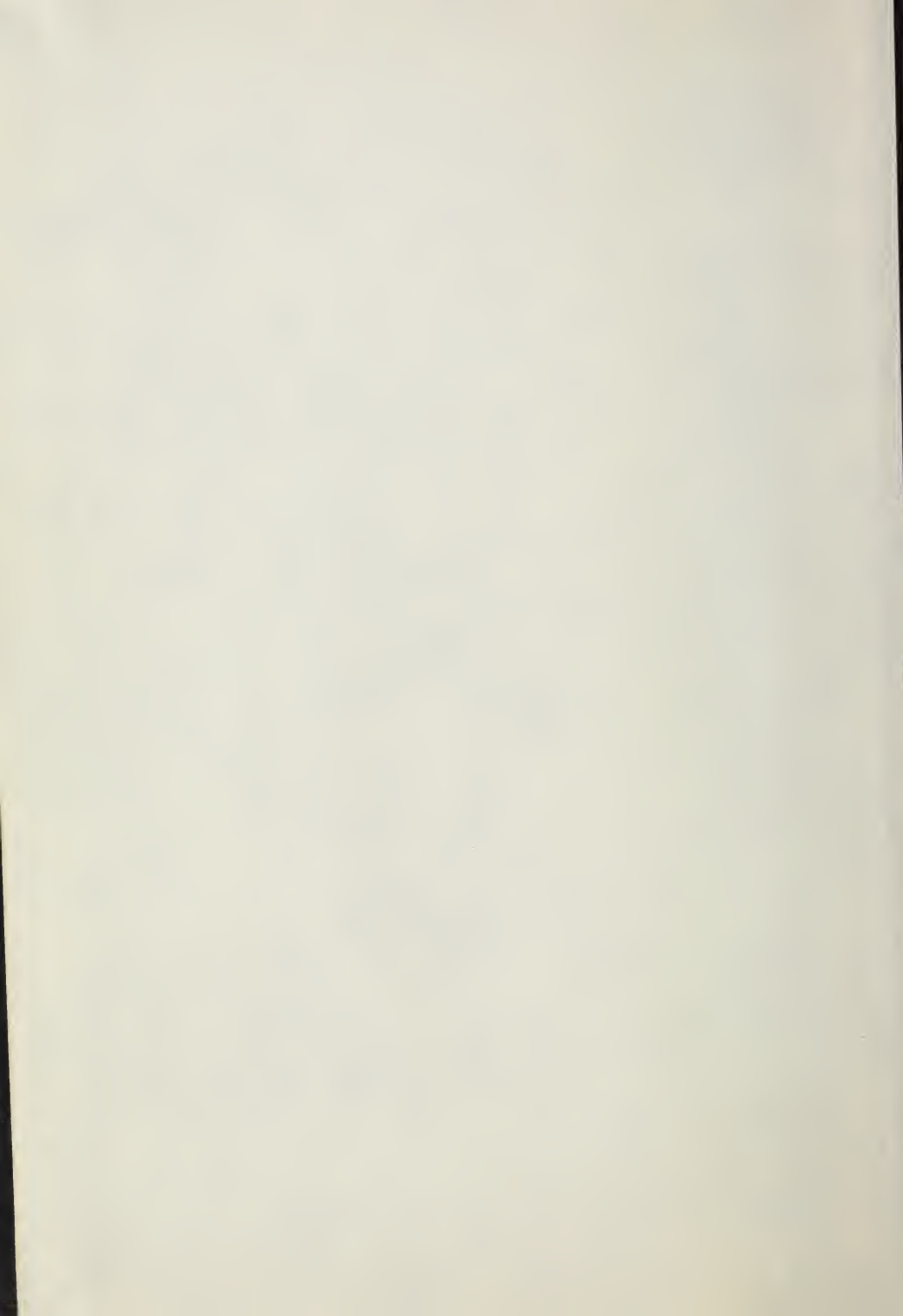
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George Callahan

Health and Life

Health Methods

*Modern Discoveries
Relating to Food*



RULES FOR MIND DEVELOPMENT
EFFICIENCY AND SUCCESS

SIXTH EDITION

*Many times the reading of a good book has made the fortune
of a man or women, or has decided their way in life.—EMERSON*

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For generations mankind has been taught about germs, bacilli, drugs and diseases. We have never studied Health. We have become accustomed to the shutting of our eyes and the opening of our mouth to take something for what ails us. The past, like the present generation, know much only about Drug Doctors, Drug Schools, Drug Stores, Drug Hospitals and Drug Laws. We should and will know more about "living somethings" (instead of taking something) for what ails us.

DR. ALZAMON IRA LUCAS.

This Book is a compilation of Modern facts regarding Health,
Food, Exercise and Mind Development.

For the benefit of Progressive Americans.

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FOREWORD

This book is offered to meet a want for information about Drugless Healing, the modern discoveries about Food and its proper use—and about the Wonderful Principle of Success and its development.

It tells about Fasting and Partial Fasting. The wonderful results of these methods. Gives other methods.

Tells how just ordinary food can restore health after the system regains its natural tone, by proper hygiene.

Tells in one volume all about the Wonderful Principle of Success that all normal persons have within themselves; that with development gives the ability to rise, to overcome difficulties, to be successful, to reach your highest aims.

In a clear and direct way, without obscuring the subject by a waste of words, these important facts are given.

Health—Food—Self Development
Three Books in One

TELLS THE RIGHT WAY TO
EAT, LIVE, THINK AND ACT
TO BE WELL AND SUCCESSFUL

Health is more to be desired than riches.

SOME COMMON SENSE FACTS



THE world is full of persons in ill health. The really sound, strong, vigorous person, either man or woman, is rare. Why is this so? One very important reason is that most persons do not regard the simple, ordinary rules of health.

If all persons lived naturally and ate naturally—if they used the food that Nature intended we should eat, there would be but little sickness, certainly not the many modern complaints caused almost entirely by wrong eating, or a lack of something in our food which the system needs—or an excess of something it does not need.

The most universal cause of ill health is just eating too much. Nearly all persons eat much more than their systems require or the stomach can properly digest, with the result that the stomach becomes disordered and the bowels constipated. This almost immediately brings on other troubles, and the individual is out of condition.

Even if persons do not eat too much, ill health often comes from eating foods that have not all the necessary elements in them to keep the body in working order. The body requires sixteen to eighteen chemical elements that nourish the muscles,

nerves, bones and the brain. Unless the food contains these essential salts, phosphates, vitamins, etc., the system suffers from the absence of them. This is a matter that most persons do not regard or pay any attention to, or have any knowledge of the fact that modern foods are, many of them, entirely lacking in the elements that the body must have to keep in health.

Our bodies consist of a definite arrangement of chemical elements—such as Sodium, Calcium, Potassium, Magnesium, Iron, Phosphorus, Sulphur, Chlorine, Silicon, Iodine, and with these are other elements and combinations of chemical substances. These same substances exist in the food we eat if a proper selection is made.

The constant daily waste of the body requires the continual replacement of these substances, and they cannot be supplied unless our food contains them.

If instead of eating bread made of fine, white flour, all persons ate *none of this*, but used bread made of the entire grain, genuine whole-wheat bread, the sickness of the world would probably be largely reduced by this one simple change. If less meat and more vegetables and fruit were eaten, this also would greatly increase the number of healthy persons.

The reason for this is that grains in their natural state contain the essential chemical elements that the body must have to keep in health—while modern white flour from which the outside coating of the grain is rejected by the miller, does not contain all of the elements of the whole grain.

CONSTIPATION

There is probably no state of the system that causes so many diseases as constipation. If the bowels do not carry

off the waste material, the whole body suffers; it is poisoned by the matter that is retained too long, and the entire organism is clogged; the result is ill health. Constipation is often caused by improper food. In fact, it is often the chief cause.

Constipation can be relieved almost at once in the great majority of cases by taking Pure Olive Oil. It is considered more effective than laxatives and gives permanent benefit which laxatives do not.

STOMACH DISORDERS

When stomach troubles appear and show signs of becoming chronic, a very simple and easily followed way to almost at once regain the usual health is either to fast completely for a day or two, or longer, until the stomach gets in normal condition—or to use the Partial Fasting Method which is explained further on.

The marvelous effect of fasting is almost unbelievable.

Those who have been restored to health by this simple method testify to its wonderful benefit.

The complete method will be explained further along in this book.

Some complaints are entirely cured by a sufficiently long fast, and after the fast, correct eating.

FASTING IS NATURE'S OWN REMEDY

It gives the organs of digestion a chance to rest and recover. All animals when sick will not eat.

ABOUT DIABETES

A Doctor's Opinion on Fasting

A prominent New York physician wrote a long article published in one of the New York papers on the great benefit obtained by total fasting for a short period, and afterwards a carefully selected diet—continued for a longer or shorter time—for persons suffering from diabetes. He explained that fasting caused the organs of the body to resume their natural functions, the going without food cleared the system and enabled it to throw off the disease. He did not claim, however, that it was a positive cure in all cases, but a definite relief, aided by a correct diet after fasting.

Many physicians recognize the great benefits from fasting and direct their patients to not only regulate the diet, but sometimes to fast from one to three days, or longer, especially for diabetes. Persons with this complaint should ask their doctor to direct their fasting according to each case, which only the doctor can advise.

It certainly is worth trying. Just to fast for one, two or three days or longer—a total fast—taking no food, but plenty of water.

Many persons have fasted as long as eight days with perfect safety. Some can fast much longer and keep strong and “fit.”

No special directions are needed. Just go without all food and drink only water. In some cases diluted orange or lemon juice can be used when thirsty.

WHEN TO CONSULT YOUR DOCTOR

Not all complaints can be cured by fasting, although its really marvelous results show almost at once in most complaints.

When persons are threatened with illness, even if it is only what appears to be a slight stomach trouble, it may be the symptom of some more serious complaint. Therefore it is always best before attempting any self-treatment of any kind to consult a good doctor. This is always the wisest plan. But care should be taken that the doctor is one of experience who can properly diagnose the case and give proper treatment. If the doctor does not benefit you, *do not use medicines or nostrums you know nothing about.* It is seldom wise to doctor yourself with drugs. *Patent medicines rarely possess any real therapeutic virtue*, and even if some particular remedy may be good for some cases it may not be for yours. It might do serious harm. If a good honest doctor has not cured you, then you might try to cure yourself by just a common-sense treatment of giving the stomach a rest. By either complete fasting for one or two days or longer, or try the Partial Fasting Method explained in this book.

Some instances of wasting or weakness are caused by non-assimilation of the food, which cases might be benefited and the stomach brought into normal condition (if medicines have failed) by combining the Partial Fasting with the taking of Pure Natural Olive Oil as explained in this Treatise. Many doctors finding that medicines do not give the desired relief recommend a restricted diet and often in such cases advise the use of olive oil.

✓ With stomach trouble many persons find that ordinary olive oil is nauseating in taste, and repeats—they therefore find it difficult or impossible to use it. In such cases only the first pressing Virgin Oil should be used. The pure cold pressed oil is so delicate and fruity in taste that it is agreeable to take and does not repeat.

In severe cases of wasting and stomach troubles, physicians almost always recommend taking olive oil. It is more agreeable than cod liver oil and much less in cost, and wonderfully nourishing.

Much has been written in various books about the remarkable effects of *fasting*, but the directions given are often either very vague or too severe for most persons to follow.

That fasting produces remarkable results is proved by the evidence given in various publications. It is a well-known fact that the famous Dr. Tanner stated he got well of heart disease, rheumatism and obesity by just fasting.

This book will explain a simple and easily followed plan that has done wonders for many who have tried it.

In the first place it must be understood that most persons who suffer from stomach troubles have brought them on by eating more than their systems required or could digest, or by eating food that did not contain all the elements of nutrition the body needs. (See Table of Chemical and Food Values on page 110.) Others suffer from overwork or worry, causing a run-down condition which brings on other troubles. In many cases, improvement will be noticed at once if the stomach is given a rest by eating less, by fasting *partially* or *completely* for a longer or shorter time.

Many human ills could be avoided by eating less, or by a careful regulation of the diet. It is a simple matter to try it and note the result.

Some writers on this subject direct that persons fast for from one to several days to get their systems in order by giving the digestive organs a complete rest. Just a complete fast.

This is effective in many cases, and a benefit in nearly all, but some persons find a total fast very difficult, some think it impossible.

Before explaining the way to regulate your eating to get better health, it should be understood that at first there may be discomfort in being hungry, but persons desiring to be relieved of indigestion and other ailments, so that they may later enjoy the normal relish for food, will be willing to make a trial, especially as physicians and food specialists agree that fasting is often of very great benefit when medicines have failed.

The desire for food—hunger—will, of course, come—and the temptation to eat will be almost irresistible—but not impossible to overcome.

The Partial Fasting method has given relief in very serious cases.

It has the very great advantage that no harmful medicine is used and no special food is required except to avoid *all* white flour foods, white rice, etc.

Persons often cause great injury to themselves by taking medicines that are advertised to cure various complaints.

These medicines may not be at all suitable for their cases and, even if they do no harm, can do no good. But often serious harm is done by the so-called patent medicines, as any doctor will tell you.

Nearly all doctors recommend fasting under certain circumstances, and many books have been written on the subject. But none have given the combination of the olive oil and fasting before this book put it before the public.

For anyone with stomach trouble, indigestion, gall stones, constipation, run-down conditions, nervousness, weakness, wasting, pulmonary complaints and many other ailments, it works wonders. It needs only a trial to convince the most skeptical.

For these complaints physicians frequently recommend it.

If we were really skilled in eating we could lengthen our lives by many years through the proper selection of our food. We could add fifteen years to a child's life if it were properly fed during childhood.—DR. HARVEY W. WILEY, former chief chemist, United States Department of Agriculture.

In order to give the laborer the chance of longer life we must shorten his working hours and give him more chance to get into the open air and have some recreation.—DR. WOODS HUTCHINSON, well known physician and writer.

Will power is a wellspring of vitality that checks for a time even lethal changes in the body, and undoubtedly is one of the most important factors for the prolongation of life.—PROFESSOR JAMES J. WALSH, of Fordham University.

Light diet, sobriety, considerable muscular exercise and continence are the means by which longer life may be attained.—PROFESSOR WIDAL, famous French scientist.

CURES BY FASTING

Hereward Carrington Gives the Credit to Pioneer Advocates

To the Editor of The New York Times:

In the Sunday edition of your paper there is an article devoted to the "Radical New Method of Treating Diabetes"—the so-called Allen plan—now being carried out by the Rockefeller Institute. This plan, it is said, "upsets old traditions," and is being given a thorough test at the Rockefeller Institute. The new method of treatment consists, for the most part, in a fast of short duration, followed by a restricted diet devoid of fats, the object being to keep the patient thin. The innovation consists, we are told, in the application of fasting to the cure of this disease. It has been shown that fasting two or three days "causes the dextrose to disappear from the tissues"; "fasting reduces the sugar"; and that, "contrary to all ordinary expectations, even patients who at the start were weak and emaciated, bore the fasting well. They gave the impression, thin as they were at first, that they had been suffering more from auto-intoxication than from lack of nutrition."

In this connection, may I be permitted to point out that this discovery is not altogether new or so revolutionary as it has been thought by many, even by the medical profession? As long ago as 1902, I myself studied a case of diabetes, and watched its cure by fasting, which I then advised. In this case, the patient fasted for twenty days, taking nothing but water, and the cure was so complete that a physician, living in another city, refused to believe that the "sugar specimens" sent him at the beginning and end of the twenty days were from the same man!

Those of us who have advocated fasting for years will be glad to see this method of treatment come into its own; and very glad to see it endorsed by so reputable a body as the Rockefeller Institute. However, it is somewhat bitter to remember that the real pioneers in this, as in every other reform of the kind, should never have received their due recognition, but only scoffs and ridicule; and that the entire credit for the "new discovery" should be assumed by others who, later on, reperformed the same experiments and reintroduced the same methods! Who, nowadays, have ever heard of Drs. Graham and Trall? And yet they were the originators in this country of the reformed diet and water cure, respectively—methods which medical science has now accepted fully, though in their day they received only abuse and ridicule for advocating such methods. Similarly, one cannot help but notice that those of us who for years have advocated fasting for the cure of disease—Dewey, Hazzard, Haskell, Sinclair, and myself—have received similar opprobrium; and yet the medical profession is coming around, more and more, to this method of treatment, and admitting, one by one, the fundamental principles upon which the fasting system is based.

HEREWARD CARRINGTON.

New York, February 13, 1916.

(The above is by special permission of Dr. Carrington.)

If the plain and simple method shown in this statement is used, there can be no question of the benefit derived from fasting, not only in diabetes but in many other complaints.

All writers on this subject, and physicians who recommend fasting, claim that nearly all complaints are benefited if not entirely cured by this method or by a restricted diet or Partial Fasting as explained here.

DIET FOR DIABETICS

Avoid bread, especially white bread, potatoes, and all starchy foods, turnips, carrots, parsnips, and most sweet fruits. Eat a reasonable amount of meat, soups, green vegetables, milk, cream, cheese, eggs, butter. Tea and coffee without sugar may be taken. Eat bran bread, gluten bread, almond biscuits, and toasted whole wheat bread.

Alcoholic stimulants should be avoided, but if used should be wines containing little or no sugar, such as claret, burgundy, brandy, bitter ale. Thirst may be mitigated with iced water or slightly acidulated with phosphoric acid. A diet of skimmed milk is used with advantage—eight to twelve pints in twenty-four hours.

THE PARTIAL FASTING METHOD

Eat only one meal each day. On rising in the morning, or as soon as convenient, take two tablespoonfuls of natural olive oil (the kind that has not been subjected to any process or chemical treatment—the cold pressed natural oil). Eat no breakfast, take no food of any kind until the evening meal. Water may be taken as much as desired, in fact the benefit is greater if plenty is used, but not directly after taking the oil. At noon, if convenient, take two tablespoonfuls of the olive oil, or more if desired, even as much as a wineglassful alone or mixed with grape or fruit juice, as preferred. At the evening meal, eat what you prefer; *avoid overeating*. At bedtime, take two tablespoonfuls of olive oil.

The most convenient way to take olive oil is to pour it from a bottle into a glass and drink from the glass. It tastes

better this way and is much pleasanter than using a spoon. A large wineglass or small tumbler should be used. Teaspoon doses are little if any use. The quantity is too small to be effective.

If this simple plan is used, an almost immediate relief from stomach trouble will result, and no medicine is needed. If, however, a person is seriously ill, a good doctor should be consulted, as there may be other troubles besides indigestion or constipation.

In most cases, however, the diet and fasting plan can be followed with the doctor's approval, and with most gratifying results. If persons object to or cannot take olive oil it may be omitted, but for those who can combine the two methods it is much better to do so, especially as the discomfort of feeling hungry is removed by the olive oil, which is the most perfect and digestible of all foods. Many who have used olive oil to overcome a run-down condition, pronounce it superior to cod liver oil or any emulsion.

Even if the most expensive olive oil is used it is much cheaper than cod liver oil or any medicines.

No special diet is necessary except in diabetes—only avoid foods that are mostly starch, such as white bread, white rice, etc. Use food made from whole grains and eat vegetables and fruits.

If the reader has studied any of the books on fasting he or she will observe that this is an entirely different way to promote good digestion and good health. If the food is properly digested and the bowels perform their functions properly the system in most cases returns to its normal healthy condition.

Nearly all diseases come from non-assimilation of food and clogged intestines. Get them in order and most human ills disappear.

PROPER DIET REGULATION

The eating of proper food—more fruit and vegetables and less meat—with occasional fasting or partial fasting, will do more to regulate the health and keep the system in good condition than the attempt to treat oneself with patent medicines. If you need medicines, get the advice of a good physician.

WHAT THE PARTIAL FASTING METHOD DOES

The Partial Fasting Method gives relief in other complaints besides stomach and intestinal troubles—and Total Fasting for from one to four days—or more in some cases—will give relief that is almost unbelievable until tried. It is wonderfully effective in stomach and intestinal disorders, constipation, malnutrition, kidney, liver and bladder troubles, nervousness, gall stones, gravel and in some forms of functional heart complaints its relief seems like a miracle.

FASTING NOT REALLY DIFFICULT

At first the fasting may be difficult. Some persons think they feel badly if they miss a single meal, but this is due more to habit than any real effect it has, and soon ceases to annoy if the plan is persisted in. After one or two days no discomfort is felt, but the improvement in health is so decided that it overcomes the inconvenience of a little feeling of hunger. The annoying sense of fullness and pain accompanying indigestion soon passes away and the stomach accepts food and digests.

it. If persons will eat less meat and more vegetables and fruits, their health will be greatly benefited, especially while following the fasting or partial fasting plan. *It takes but a few days to convince almost anyone that this plan gives wonderful relief.*

Eat only one meal each day.

DON'T EAT BETWEEN MEALS

One very important matter must be brought to the attention of those who try Partial Fasting. Don't attempt to try this plain unless you do it conscientiously. It will be of no effect or benefit if you eat a little now and then "between meals." *Follow it strictly or not at all.*

TOTAL FASTING

Total Fasting cleanses the system of all impurities and clears the blood. It causes the body to expel poisonous materials and puts the organs in normal condition.

If after fasting—either Total or Partial—care is taken to eat the right kind of food, as previously mentioned, persons can keep in normal health. Only proper selection of everyday food is required, such as whole wheat bread, shredded wheat biscuit, whole wheat crackers, a reasonable amount of meat, vegetables and fruit.

If attention is given to this, there is no need for any other or special foods.

All this can be done at home and avoid the great expense of food sanitariums where practically the same methods are used as you can use at home.

AFTER FASTING

After a long or short Total Fast care should be used not to overeat at first. Only a moderate amount of food should be eaten on completion of a fast of twenty-four to forty-eight hours.

If the fast is longer than three to four days only milk should be taken on breaking the fast—a glassful at a time at about half hour intervals for from one to three hours before solid food is eaten. If a total fast is too difficult try the Partial Fast.

Persons who are ill with the everyday complaints of indigestion and constipation, who do not think they need a doctor, can almost always regain health by a reasonable attention to diet or partial fasting as explained above. Its effects are so immediate and plain that once tried the plan will be followed each time an attack causes discomfort.

The Partial Fasting Method has produced such results that too much cannot be said in recommendation of it as a means to health when medicines and various treatments have failed to benefit.

Its simple and easy way to health can be tried by anyone. Its results seem to be quicker and more convincing than any other method.

A single week will show remarkable results.

GARLIC AS A REMEDY

Rheumatism

The most effective of all vegetables, if eaten raw, is garlic. The peculiar medicinal properties of this vegetable are almost

unkown to Americans. Were it not that its smell when eaten is so unpleasant, it would find great favor and would save much money now spent for patent medicines and nostrums that do more harm than good.

It should be cut fine—after removing the skin—and is best preserved in gin—just covered with the liquor or mixed half and half—but if liquor cannot be obtained the only other way to preserve it raw is to cover it with olive oil in a good-sized bottle same as directed if mixed with gin. It may also be prepared this way for rheumatism or any other complaints for which garlic is recommended.

It has wonderful medicinal properties in rheumatism and kidney complaints, and has been known to relieve where the complaint had been endured for years.

If eaten without preserving, it should be cut fine, as mentioned above, and can be mixed with other food, such as mashed potatoes, put in gravy, in soup or stews, or with bread as a sandwich. It will banish worms from children better and more quickly than any drug. *It must be eaten raw.* For children a single clove or two made into a sandwich. As its taste is sharper than raw onions it should be either mixed in salads or as a sandwich with bread. Two or three good-sized sections or parts of the garlic should be eaten three times a day, or more can be taken if desired. Some have eaten three to five whole garlies each day. The really marvelous, invigorating effect of garlic is but little known. It has been known to restore to health persons far gone in a decline—in one case known to the writer a woman was failing each day, and her case was considered hopeless. She commenced to eat garlic freely—from two to five garlies a day. In six weeks she had recovered and was gaining flesh.

GARLIC AS AN ANTISEPTIC

(From the Westminster Gazette, an English Paper)

Garlic, which French medical officers were prescribing among their antiseptics in the recent war, performed a similar office for our ancestors during epidemics of the plague. This malodorous native of the Khirgis Desert came to us about 1548, and was sold at Garlick Hill, in the City. It proved too pungent for our national palate and soon lost here the popularity still retained on the Continent, but especially in Spain. Garlic is botanically near akin to the romantic lily.

HOW TO PREPARE GARLIC

For Rheumatism and Other Complaints

It is very effective for rheumatism if mixed with gin. To prepare it, take a pint or quart bottle, cut the garlic in thin slices after carefully peeling each clove or part, and put them in the bottle, filling it half full. Then pour gin over it until bottle is nearly full. Shake and let stand for an hour or more before using. Prepared this way it never spoils by keeping.

A wine glass of this mixture, either with gin or olive oil, taken twice or three times a day, will banish most cases of rheumatism, even in very severe cases. The bottle should be shaken each time so that the pulp of the garlic is taken with the liquid, which should be drank, and the garlic eaten and chewed thoroughly. Prepared in this way the sharp taste of the garlic is removed. It can be diluted with water, if preferred, if mixed with gin, but must be kept full strength in the bottle.

Its effects are so decided that it should be used even if the smell is objectionable. Its benefit shows in a few days, but its use should be continued in severe cases for weeks, if necessary. It is a wonderful tonic and health builder.

The taking of garlic for rheumatism and as a tonic, as well as for other conditions of the system was recommended by ancient writers as well as in these times by modern writers on health. It is a most remarkable vegetable in its peculiar effects. Many persons will not take it because of its effect on the breath, giving an odor that is objected to by most persons, but if health is considered and you wish to obtain the really wonderful medicinal and tonic properties of this vegetable, you must consider that your health is of more importance to you than any discomfort its odor may cause. It is said to be very excellent in kidney complaints.

In some cases a very short use of it only is necessary and the benefit gained is worth the inconvenience it may cause. It can be taken while using the Partial Fasting Method before or after the one meal.

In using this vegetable, the large full garlic should be secured, but if only the small common garlic is to be obtained, be sure it is not wilted or decayed. It is imported in strings containing 20 to 40 garlies. It is better to buy it by the string or pound as it costs less than to buy a few at a time. It can be kept for months if the string is hung up in a dry place. Do not put it in a closed vessel, as it will spoil in a few days. When used for rheumatism or as a tonic, it should be cut up as directed and preserved in gin or olive oil.

In buying garlic secure the large fat kind and, if possible,

the kind that has the red skin covering the *inside* sections. It is always larger, fatter and more effective.

Garlic is sold in all fruit and vegetable stores, and is rarely found in any other stores. If persons want it and cannot obtain it in their own towns it can be obtained probably from mail order houses, or if not from them, then it will be necessary to send to some grocery house in the large cities. There are wholesale dealers in New York but they will not send out small orders.

HARDENING OF ARTERIES AND BLOOD PRESSURE

A noted French physician has recently discovered that eating of garlic cured and prevented hardening of arteries and high blood pressure, and was a boon to elderly persons.

It was stated it relieves arterial tension and is a most valuable remedy.

Experiments showed that a single week's treatment reduces the blood pressure to practically normal.

It can be eaten or made into a decoction in liquor, as stated in article about rheumatism. Quantity to be eaten depending on the person's taste for it or its prompt effect.

FOR PERSONS WHO OBJECT TO LIQUOR

For those who do not wish to use any *alcoholic* liquor, the garlic can be taken either as a sandwich with bread, or chopped or sliced and mixed with mashed potatoes, or cut up and mixed with olive oil. The amount to be taken depends on the user's preference, or the effect it has. It differs with different persons. For some, two or three good-sized cloves of garlic might do, for others a half garlic or a whole one each day, or in some cases two to five whole ones a day—eaten raw in all cases.

If the gin mixture can be used it is more effective, but for people who object to liquor the above suggestions are given, as some persons will not take liquor in any form.

GARLIC IS A REMEDY FOR MANY DISEASES

Garlic is one of the most wholesome herbs that can be eaten. It stimulates all secretions, and its effect is strong upon the liver and kidneys.

A teaspoonful of garlic juice and sugar will generally ward off an oncoming cold.

As a remedy for gout it has been found effective if chopped fine and used raw as a poultice.

Garlic eaters have good skins, for garlic is excellent for treating eruptions of all sorts.

Those races that use much garlic in their food are those that are least susceptible to tuberculosis. Many doctors in Europe treat tuberculosis with garlic, giving it internally in the form of a syrup, externally in the form of poultices, or making their patients inhale an infusion.

The essential principle of garlic, that which acts upon the system, is allysulphide. This also causes the characteristic—and to many persons disagreeable—smell.

In many complaints the effect of garlic is marvelous.

It acts at once as a tonic, giving a feeling of increased strength and vigor. With most persons it stimulates like brandy without any intoxicating effect. It builds up. Seems to give a feeling of well being. If its use can be continued and it agrees with the individual it not only banishes many complaints, but seems to make elderly persons feel younger.

Some have said it made them feel twenty years younger.

But it does not agree with some persons, and all object to its unpleasant odor after eating. It is unpleasant to those about us and in many instances cannot be used on this account and there is no known way to counteract the unpleasant smell.

If its effect on the breath were not so unpleasant there is no doubt that its beneficial effects would cause it to be very extensively used. It is one of the most peculiar in its effect on health of all vegetables.

LEMON JUICE AND BI-CARBONATE OF SODA For Rheumatism

For some persons a mixture of juice of one lemon and about one-third heaping teaspoon bi-carbonate soda (common baking soda) will after a time relieve rheumatism. It must be taken one to three times a day for two weeks unless relieved sooner. Each dose can be half a lemon if preferred—but the larger dose is more effective. This amount to be taken one to three times a day.

It has been claimed that lemon juice alone, if plenty is taken, will, with some persons, cure rheumatism. The directions given are to commence with one lemon the first day, two lemons the next, three lemons the next and so on until benefited.

INDIGESTION

Sometimes a sudden attack of indigestion is relieved in a few minutes by one-quarter heaping teaspoon bi-carbonate of soda in a half glass of water.

If the water is hot the effect is quicker.

HOT WATER

A glass or cup of just hot water on arising in the morning is often a very great help in indigestion or almost any stomach trouble, and hot water taken at meals instead of tea or coffee is almost always beneficial.

PARALYSIS AND BLOOD PRESSURE; HARDENING OF THE ARTERIES

Modern dieticians are agreed that wrong eating is the main cause of these troubles. Either the system lacks something because it cannot obtain it from the food, or has an excess from the wrong kind of food causing a weakening of the arteries.

If the food contains the natural elements of nutrition and is correctly used, all parts of the human body keep in health under normal conditions.

If the blood pressure is too high or the system tends to be plethoric, the simplest way to reduce blood pressure is to eat less, or to fast, either a partial or total fast, until the conditions become normal. There is no easier or simpler way to regain a normal condition than fasting, if taken in time, and to so regulate eating that the proper elements are in the food. Eat less meat and more vegetables and fruits, and avoid overeating. A diet of one meal a day will in many instances give relief—or limit the food to milk only, and take only enough to satisfy hunger—or to keep for a time hungry until an improvement is noted.

PIMPLES, ERUPTIONS, RED, SWELLED AND BULBOUS NOSES

Skin troubles are generally difficult to banish, as the condition of the general health has much to do with the clearness

and fineness of the complexion. The skin is often cleared of these blemishes by attention to correct eating.

A proper application to the skin of a really good remedy—if combined with correcting the health by proper eating—is sometimes advisable.

There is a preparation that is known to be excellent and in many cases effective. It is mentioned here for the benefit of the reader. The publishers of this book have no other interest in it whatever, and gain no money advantage by mentioning it.

It can be obtained at any drug store.

It is Hobson's Eczema Ointment.

The following is said also to be an excellent remedy for red nose:

Zincs Sulphate	30 grains
Sulphurated Potassium	30 grains
Rose Water	2 ounces

Dab on the nose and allow to dry at night. Any druggist can put this up.

MASSAGE

Great benefit sometimes, in fact almost invariably, is received from kneading or massaging the stomach and bowels in cases of dyspepsia. Aching muscles are often relieved by massaging or rubbing. This is a kind of osteopathy in a mild form. The osteopathist presses and kneads to affect special parts or nerves, often with excellent effect on the health.

If the very great benefits that can be obtained by a kind of massage which consists of *kneading* the muscles were more generally known, persons would try it themselves by kneading or working the muscles with the fingers.

Tired limbs are rested—aching muscles relieved—swelled joints reduced. Hard swellings often disappear. Varicose veins often much relieved.

This is mild osteopathic self-treatment. The osteopath produces some remarkable effects. This kneading of muscles seems in many cases to give renewed vigor and strength.

MAGNETIC MASSAGE

Every person has the peculiar something called Magnetism, which can be used to relieve pain and cure diseases by treating others or themselves.

It can be combined with regular massage, and if properly applied, produces some very remarkable results. Can be applied to any part of the body. It is somewhat similar to the old idea of curing by “laying on of hands.” Strange as it may seem, it is a fact that remarkable cures have been made in this way. Almost anyone can cure a headache, or even a neuralgic pain in another by making “passes” with both hands drawn lightly over the surface, downward and at each “pass” giving the hands a slight flinging motion as if shaking water from them. If this is continued for five minutes or more, the pain will in most cases disappear. Many persons have this power and do not know it. A restless person can often be put to sleep this way, by passes over the face and head.

The beneficial effect of self massage should be known. Anyone can massage one’s self and note the benefit. In stomach pains or headache it is effective. Often an attack of pain in the stomach can be relieved by kneading and vigorous rubbing. Tired muscles are almost immediately relieved.

ABOUT PATENT MEDICINES

Some may be good, but if so a doctor should prescribe them. Persons should not attempt to treat themselves with such remedies with the idea that they will cure the complaint which it is supposed they have.

They may do themselves serious harm. This is best understood by quoting the remarks of Samuel Hopkins Adams in *Ad Visor* column of the N. Y. *Tribune* of October 5, 1915. Referring to a preparation claimed to cure kidney complaint, he states what it was composed of and adds: "Of course there is nothing in such a combination which will help any serious kidney complaint. The harmfulness of this sort of preparation lies not so much in the drugs themselves as in the influence of the advertising, which persuades sufferers from a very common and serious type of ailment to put their trust in a worthless nostrum and thus, in many cases, postpone rational and proper treatment until the disease has so far progressed that they are beyond all help."

A FUNNY REMEDY FOR INGROWING TOE NAILS

From the Healthy Home Magazine

Laugh and Try It

A person writing to above magazine stated it had been tried on his recommendation many times and had never been known to fail. To quote from the article: "They hear my cure explained, laugh, try it, and are cured, then laugh for joy because they are cured. Was cured myself after suffering for years.

"Wind blue woolen yarn twice around the toe as loosely as will stay on. Wear until cured, or better till yarn is worn off.

“When I have no blue yarn, I use other colors with good results, but the original receipt read blue.”

The above remedy seems absurd but, unlike some things recommended, it can do no harm.

The explanation of this is simple. The soft yarn keeps the toes apart and prevents crowding which causes the trouble.

A SIMPLE REMEDY FOR CATARRH

Take half a heaping teaspoonful each of table salt, bicarbonate of soda and powdered borax. Put in one quart of water. If it smarts too much, reduce with more water until it does not smart.

If this solution is snuffed into the nose occasionally, several times a week, and expelled from the mouth, it will give relief. It removes in a short time the disagreeable odor of catarrh, and heals the passages of the nose. Use about two ounces of the diluted mixture each time. Can be snuffed from the palm of the hand.

Another most excellent remedy is pure boracic acid, one ounce to a quart of water. Use in same way.

HOW TO CURE SPLIT PLACES ON HANDS OR FINGERS

Bind overnight with a cloth saturated with pure glycerine.

TO TAKE THE PAIN OUT OF CORNS

Paint them with Iodine.

THE DANGER OF SOME MEDICINES AND DRUGS TO GET THIN OR TO GAIN FLESH

Medicines to cause persons to lose flesh can only produce such an effect by causing non-assimilation of the food. This impairs digestion and results in serious illness in many cases. Persons have been known to contract serious and fatal diseases

from this cause. No medicine can be safe that interferes with the natural function of any organ. There are only two ways to get thin in a healthful manner. One is by fasting properly—the other is by taking long walks, working it off by exercise.

HOW TO REDUCE WEIGHT

A simple way to reduce flesh in a safe and wholesome manner is to eat only one meal a day—and eat moderately. This is effective and often a great benefit to health. Is considered superior to any food combination.

If you purchase special foods to cause you to lose flesh you do not know the composition of such foods or whether they are suitable for you. By simply eating less and restricting yourself to one or possibly two meals a day you can in a healthful way cause a reduction of weight and eat food you know to be free from any harmful element.

WHY SOME PERSONS ARE THIN

Thinness is not only caused by malnutrition or some wasting disease, but sometimes by the presence of stomach worms or tape worms.

These can be in the system and their presence not suspected.

The eating of garlic—if plentifully eaten will generally expel the stomach worms and often the tape worm—which is difficult to remove by ordinary medicine.

If not relieved by this food a doctor should be consulted.

There is a powerful medicine for this purpose, sold by all druggists, that is not a proprietary article, called Santonine, a white powder. *Should be used only by a physician's prescription.* Do not attempt to use it otherwise.

TO GAIN FLESH

Medicines for gaining flesh are seldom dangerous. They are generally some condensed form of food, oils, or fats in emulsions, or some form of chemically prepared milk or cheese. Better results can be gained by first fasting, to get the stomach in order so that it may digest food properly, and then to regulate the diet so that it nourishes the body. This can often be done simply with natural olive oil and proper food. Some persons are thin because they have stomach worms or tape worms. These can be expelled by taking garlic as directed for rheumatism, but in larger doses for a short time. Persons who want to gain flesh should eat food made of whole grains, whole wheat bread or shredded wheat biscuit, and take pure olive oil—either clear or with their food—in salads, etc. It is probably the most effective of all foods for this purpose and much superior to medicines for persons desiring to gain flesh or build up from any wasting disease.

For persons in normal health it does not seem to cause increase in weight.

THE EFFECT OF EATING RAW VEGETABLES

Some vegetables, if eaten raw, have a very decided effect upon the health, especially so if used in combination with the fasting plan, taken with the one meal a day.

RAW VEGETABLES AND HEALTH

Raw potatoes (the common white potatoes) are beneficial in stomach troubles. Eat one or more each day after removing the skin. Have no medicinal qualities if cooked.

Carrots are good for the complexion and the general health, if eaten raw. Said to cure jaundice.

Onions are well known to be healthful, eaten either raw or cooked.

Lettuce and other salad plants improve the health.

Parsley and celery boiled together and the liquor drank—several glasses a day—is said to be a remedy for rheumatism. Is very effective for some persons but others it will not affect.

Garlic is, of all vegetables, the most remarkable. (See article on Garlic.) It has very peculiar properties and is a most wonderful tonic if eaten freely raw. But its odor makes it almost impossible for some persons to use, and there is no way to prevent its odor or entirely remove it.

WONDERS OF OLIVE OIL

The remarkable improvement in health caused by the taking of pure olive oil has been testified to by so many persons in the last few years that now there is no doubt in the minds of those who have given some thought to the subject that this peculiar product of Nature possesses medicinal qualities of a high order which are not found in any other oil.

In the use of olive oil it is best to obtain the high grade and pure oil for several important reasons.

While any olive oil that is really pure will benefit—the ordinary grades, even some sold as the best, are not generally agreeable, having either a rancid taste or a flavor that most persons dislike and which to many is so nauseous that the stomach turns against it and it cannot be taken.

For this reason many persons whose health might be entirely restored cannot obtain this benefit.

The natural—untreated oil, if cold pressed, has remarkable qualities. An oil of this kind is very different from the oils generally sold. It has medicinal qualities of a very high order which especially adapt it for invalid use, or for nourishment in cases of wasting, malnutrition, or pulmonary complaints. One of its chief characteristics is the delicate taste, very different from the slightly rancid taste of most oils, even the best grades sold in the stores.

OLIVE OIL AND HEALTH ✓

The effect of natural olive oil on the health should be generally known. There is a great lack of knowledge of what olive oil will do for ill people. It has only to be tried to convince most persons. It is especially effective if used in combination with the one meal a day plan, but will in most cases give great benefit to parties who eat the regular three meals a day. It often gives relief almost at once in cases of stomach and intestinal complaints, especially when taken for constipation. It is said to prevent the forming of gall stones or gravel and is prescribed by physicians to expel them.

The general rule is two tablespoonfuls two or three times a day, taken either clear or mixed in any way that is agreeable.

One of the best ways to take it is to mix with grape juice, lemon juice or any fruit juice.

Persons who have never used olive oil as a means to health have no idea of the great regard in which it is held by those who have been benefited.

In using it care should be taken that it is pure, and above all that it is not a chemically refined oil, as many seemingly good oils are. It should be the natural untreated oil, if you desire to obtain the best and most beneficial kind.

Any chemical treatment of the oil removes or destroys its medicinal value and also its natural fruity and delicate taste.

The delicate tasting highest grade—the real virgin oil—when cold pressed and the natural oil, has been called “The Elixir of Life.”

WEAK BABIES

Instances have occurred where babies so weak and sick that nothing would stay on the stomach have been entirely restored to health by being rubbed all over the body three times a day with pure olive oil.

A DELICIOUS DRINK—OLIVE COCKTAIL

Juice of half a lemon, same amount pure olive oil.

Shake in a bottle or mixer and at once pour in glass and drink.

Tastes neither like lemon or olive oil—but is delicious and a delightful tonic.

Can be mixed same way with any other fruit juice.

If this mixture with lemons is freely used for rheumatism or an acid state of the system it has in many cases proved remarkably effective. To get its full benefit the above quantity should be taken at least three to five times at regular intervals each day for ten days or until the rheumatism is relieved.

GALL STONES

SAVED FROM OPERATIONS

Many persons have been saved from operations for gall stones and gravel by the use of olive oil, either freely eaten with salads, or on or in their daily food, or taken clear, regularly each day. Its effect is decided when taken for bronchitis, colds, asthma, stomach complaints, constipation, nervousness, run-down conditions, thinness, weakness, wasting.

Is especially beneficial in gall stones and gravel. In pulmonary complaints has been said to restore health in the earlier stages.

In countries where it is freely used such complaints as gall stones, gravel or tuberculosis are rare.

THE LATEST TREATMENT FOR GALL STONES

By a Well Known Physician

The best treatment for gall stone is large doses of olive oil on an empty stomach, preferably the first thing in the morning. Two to four ounces of the oil should be swallowed, then the patient should lie down on the right side for about an hour, after which a thorough massage of the stomach and liver should be administered. This is tolerably sure to free the bile ducts of any accumulations, whether gall stones or mucus. It should be repeated every third morning until relieved.

MUSCLE BOUND

Athletes can get freedom from this trouble by rubbing with olive oil.

Undernourished children if given olive oil improve at once. It is better than cod liver oil or medicines or emulsions, and even the highest priced costs less than cod liver oil or emulsions.

IMPORTANT FACTS ABOUT OLIVE OIL

At one time in Europe the highest grade, the true Virgin Oil, was reserved for the rich and titled. In America the very highest grade is seldom found in the stores. There are several reasons for this not generally known.

There is not enough of the finest oil produced to supply the whole demand, and its cost would prevent its general use even if enough were made.

Another reason is that every mill in pressing the olives produces several grades (after the first pressing) and these must be sold.

As the lower grades sell for less they are mostly in demand because cheaper, but are seldom sold in America as lower grades. Many very inferior oils are sold as high class. It is very rare to find in the stores an oil of delicate taste and free from any rancid flavor. The finest oil brought to this country is seldom sold to the retailer for the reason that it is more profitable to use it for blending with other grades to improve their quality and make a uniform article, than to distribute a highest class oil the supply of which might be limited—and if not always obtainable would result in dissatisfaction of the

consumer if compelled to take the ordinary oil. Then again this finest oil commands a higher price from the producer. Consequently by blending it with lower cost oil a uniform grade is produced to sell at a lower price—and the finest oil therefore is seldom obtainable at retail in the stores.

The pure Virgin Oil (this highest quality oil), the true first pressing cold pressed oil, free from any chemical treatment, has remarkable qualities as a health giving food.

An oil of this superior excellence is produced on an estate in Spain that for generations has been in one family. One reason for its high quality is that the section where the olive trees grow is said to produce the finest olives in the world.

Another reason is the fact that the mill where the olives are pressed is on the estate where the olives are grown, which secures fresh, ripe olives for each pressing. Many mills are situated a long distance from the olive groves and consequently the olives cannot be as fresh.

All articles of food mentioned here can be obtained from parties whose names are given at end of book.

It is done for the benefit of those who buy the book, and to answer the many inquiries formerly made to publishers of this book.

Olive oil is a valuable and useful article in the household. A little given to a child after dinner helps digestion and is a preventative against colds and coughs. For burns it is of

great use, besides eradicating the scars. For a "tickling" cough nothing is more simple and effectual if taken often in small doses. It is good for the hair, chapped lips and hands. In almost any case of constipation it is effective when medicines have failed to benefit. If the pure untreated natural oil is used its effect is much more beneficial than the ordinary oil. There is much deception in the sale of olive oil. It should be asked for by the brand or name.

TASTE OF OLIVE OIL AT DIFFERENT TIMES

Olive Oil that is perfect in quality and purity will at times taste different, even not pleasant when the mouth is feverish or the person out of condition.

If tasted again, say the next day, it will again taste right. This should be noted.

TO REDUCE WEIGHT, IF TOO STOUT

One meal a day will reduce stout people. Medicines for this purpose are sometimes very dangerous.

TO GAIN WEIGHT, IF TOO THIN

If pure natural olive oil is regularly taken three times a day, as explained above, it will in almost all cases of wasting or thinness cause increase in weight. Plenty of the oil should be taken also on salads and such other food.

If persons are normal weight, the oil does not seem to cause increase any more than other food.

Acts as a tonic in many cases and builds up without fattening.

CAUSE OF WASTING OR DECLINE

In most cases wasting—and sometimes a serious decline—is caused by the lack in modern food of the simple elements of nutrition—the salts, minerals and those mysterious substances called Vitamines which exist in the outer coating of all grains, and which the miller so carefully removes from flour, and which exist also in the natural brown rice if the brown skin is not removed.

TO FILL UP HOLLOW PLACES IN FACE AND NECK

Massage with pure, natural olive oil. If this is done each night before retiring, the effect will show in three or four days.

Very thin persons should take plenty of natural olive oil and use it with their food. They should also rub it on their arms, legs and hollow places in face or neck. It will often round out such hollows in a short time. In many cases will remove wrinkles. Is best skin food known.

BEAUTY FACTS

The Hair

To improve the hair. To stop hair falling. Mix one part pure natural olive oil with five parts pure grain alcohol or witch hazel. Perfume to suit. Shake well before using. Or can be mixed with bay rum if preferred. Always shake before using, as the oil does not dissolve entirely.

This preparation is not oily. It imparts lustre to the hair, and is a better scalp tonic and hair preservative and restorer than any of the preparations generally sold.

If alcohol cannot be obtained, the oil can be used clear, just lightly rubbed into the roots—just on the scalp only.

WHAT IS PURE 95% ALCOHOL?

It is the alcohol that is distilled from grain and is the only kind suitable for medicinal, hair or face preparations. It should be full 95 per cent. alcohol in strength and not reduced by mixing with water. The articles sold as spirits and cologne spirits are not the same as alcohol. For these purposes do not under any circumstances use wood alcohol; it is a deadly poison.

In making any alcohol mixture it is very important that only pure 95 per cent. grain alcohol is used. Particular care should be used that the dealer understands the kind of alcohol needed, because there is a kind sold that is very poisonous, called wood alcohol. This should be carefully avoided in any healthful preparation.

HAIR RESTORER

In many cases the pure natural olive oil will restore faded and gray hair to its natural color—and is far superior for this purpose to many preparations which are claimed not to be dyes. Pure natural olive oil, if rubbed into the scalp, will make it healthy and cause the hair to grow, making it beautiful and glossy. Use the mixture with alcohol given above or the pure oil rubbed only at the roots on the scalp. The advantage obtained by mixing with alcohol is that it makes the preparation less oily. The proportion of alcohol can be increased as desired if still too oily. The alcohol acts with the olive oil as a tonic for the scalp. Should be shaken each time, as it does not perfectly combine.

A mixture of olive oil and lemon juice can be used on the hair and scalp as a preservative and restorative.

Has no bleaching effect on the hair—but will whiten the skin. It should be thoroughly rubbed into the scalp. It is said to remove and prevent dandruff and make the hair luxuriant. This should be used before shampooing the hair and left on as long as possible before the shampoo—the longer the better—a day or more at least.

After the shampoo, the mixture of olive oil and alcohol (1 part olive oil to 5 parts alcohol) should be used.

This will not in all cases restore color to the hair—or always prevent loss—but is probably the most perfect of any preparation where the hair or color can be restored at all. In proof of this attention is asked to the fact that practically all barbers use olive oil and advertise its use. If you want a stimulating tonic any druggist will add to your own olive oil, if taken to him, a proper amount of cantharides and alcohol or tincture of cantharides alone. He will know the right amount—but to be sure you get the benefit and restorative virtue of the olive oil, get the pure olive oil first yourself and take to the druggist.

This preparation does not act in any way as a dye but is probably the best hair tonic that can be made and gives finer results than any known preparation.

HOW TO TELL IF A HAIR PREPARATION IS A DYE

Use with it a hair brush with white bristles. If it is a dye, it will color the bristles a dark brown or black; if not a dye, the bristles remain white. To avoid using a dye, it could be tried first on the brush or any white hair. These dyes, or so-called restoratives, do not color immediately. It

takes a number of applications to color either the hair or the brush. The air acts upon the chemicals in the preparation, turning them dark. Some preparations on the market which are claimed not to be dyes, not only color the brush but stain the finger nails dark, so it is impossible to clean them.

Many persons buy a preparation claiming not to be a dye, and think it is turning their hair natural color when it is only staining it, and is often injurious. Some persons have even been poisoned by these preparations. No injury could come from pure olive oil and pure grain alcohol.

It must be understood that pure natural olive oil will not in all cases restore the hair to bald heads or make gray hair again youthful. No preparation ever produced will do this in all cases—although such claims are made. Pure natural olive oil has done this where the hair and scalp still possessed the vitality to grow hair again.

THE COMPLEXION

Pure natural olive oil rubbed into the skin improves and beautifies the complexion. It will not cause hair to grow on the face as some suppose, though it is such a fine tonic for the scalp.

Anyone desiring a beautiful complexion should carefully consider that the general health has much to do with the condition of the skin. If out of health, carefully note the remarks about *fasting* and *partial fasting* given in the first part of this treatise. Careful attention to diet and the use of natural olive oil, both internally and externally, has often been known to round out hollow cheeks and beautify even plain

faces. If persons are too thin and have hollows in their neck, face or any part of the body, it is beneficial to massage with the pure olive oil as well as to take it internally.

✓ TO SOFTEN AND BEAUTIFY THE SKIN

Use the following method before retiring: First—Thoroughly wash the skin with a good toilet soap. Water should be very warm or hot, to open the pores. Use on the wash cloth, after soaping it, about a teaspoonful of natural olive oil. This adds to the cleansing and softening quality of the soap, penetrating the pores and cleansing them better than the soap alone. The result is surprising. After drying the face, apply the following: Mix together in a bottle one-third pure natural olive oil with two-thirds lemon juice, and shake well. Apply this freely to the skin with a cloth or the fingers, softly rubbing in. The longer this is left on the better, but it should be left on for at least half an hour, then remove what has not been absorbed by using a soft cloth. If applied during the day, should there be any shiny appearance, use a good face powder and carefully rub it off after using. If a really good powder is used, a beautiful effect is produced without any powder showing. (See Face Powders.)

Lemon juice is said to have a bleaching effect on the skin when used in combination with olive oil, and if it is desired to have less of the whitening effect, a larger proportion of oil can be used. In fact, the mixture can be used in any proportion to produce the right results. Should be mixed fresh each time.

If the skin is naturally fine and beautiful, the olive oil alone can be used to keep it in perfect condition.

Please read explanation at end of book why we give all these particulars about Olive Oil.

COMPLEXION AND FOOD

The state or condition of the skin depends largely on the state of health, and health depends on food. That any special kind of food or special eating will give a beautiful skin depends upon how the food affects the general health—not that by special eating marvelous results can be obtained for persons whose skin is naturally coarse. It is a well-known fact that ill health often causes a sallow or poor complexion even in persons who have naturally a fine skin, and with a return to health the complexion again becomes fine. In severe constipation—and poisoning of the system by the long-contained contents of the intestines—pimples and other skin complaints are caused which can be removed by relieving the constipation or digestive troubles, and this can be done by eating plentifully of *natural* foods—grains, etc.—on by mixing a sufficient quantity of bran in the food—or by Fasting or Partial Fasting.

To have a perfect complexion it is absolutely necessary to have health, and this can be easily obtained in most cases by simple attention to proper eating of *just ordinary food, fruits and vegetables*, if care is taken to use as little as possible of foods made of white flour. Simply avoid foods that do not contain the natural minerals, salts and vitamins the system *must* have for health.

FACE POWDERS

Cold Creams and Cosmetics

Few are what they claim to be. Some are dangerous and produce inflamed eyes. A New York paper some time ago gave the analysis of many samples of face powders bought in depart-

ment and drug stores. Many claiming to be pure rice powders contained no rice, but did contain chalk, zinc-oxide, talc and cornstarch.

Pure, finely powdered rice flour is probably the best to use and should be purchased not as face powder but as rice flour. Insist upon getting pure rice flour.

Books are sold giving formulas for face powders and cosmetics, with all particulars, so parties can make their own with little trouble and a considerable saving. Make your own.

Many perfumes and lotions for the skin sold in department and drug stores contain wood alcohol, a very poisonous article. In hair restorers, on analysis, preparations of lead, silver nitrate and injurious coal tar products are universal. But few are honest.

One well-known and largely sold hair preparation and restorer is a solution of lead acetate and sulphur, a poisonous preparation. Make your own hair restorer or tonic.

ABOUT OXIDE OF ZINC

This substance is used in face powders because it has a covering quality not equalled by any other substance suitable for this purpose. It is an antiseptic and is used by pharmacists in ointments and other beneficial preparations. It is harmless. It must not be confounded with white lead, which is poisonous and should never be used in any toilet preparations.

A GOOD FACE POWDER

Three parts pure rice flour; one part white oxide of zinc, finely powdered, one part finely ground talc. Perfume to suit. Can be tinted pink with a small portion of eosine.

This powder is harmless and better than many of the so-called "invisible" powders. After applying, it can be lightly rubbed off, leaving the face with a delicate appearance that ordinary powders will not give.

INTERNAL BATHS

Washing out the lower intestines and rectum is conducive to health, if occasionally done. It is only necessary to use a common douche or a bulb syringe. It is generally sufficient to use only lukewarm water. It is a certain relief in sick headache.

THE FOOD VALUE OF PECAN NUTS

Some of the best are as much as two inches in length.

The paper shell pecan nut (the large-sized nut) is a most wonderful health food. It is rich in fat and protein.

Nuts of all kinds have been recognized by vegetarians and other writers on health as being a wonderfully nourishing diet.

The cultivated pecan nut contains a rich, large kernel, the shells of the nuts being so thin that they can be easily broken without the aid of a nut-cracker by simply pressing two of the nuts in the palm of the hand and in this way getting the shell easily removed and the meat of the nut can be taken out in two pieces, *whole*. In the eating of these pecan nuts several of the nuts would give as much nourishment as a full,

hearty meal and can be eaten along with the Fasting or Partial Fasting idea, as explained above.

There is a wide difference between the ordinary pecan nut sold by retail grocers and the cultivated, large, thin, or paper shell nut. The common nut contains a bitter, soft part of the inside shell which is difficult to separate from the meat. The finer nuts have scarcely any of this, and the meats are much fuller and more delicate in taste.

The common nut sells in the stores at from 18 to 30 cents per pound, according to quality. The finer, larger and more delicate tasting grades are seldom obtainable, even in the largest cities. Even in New York City they can only be found at the fancy fruit stores and the shelled nut meats only at the high-class confectioners, where the prices range from \$1.00 to \$2.00 per pound for the nut meats.

The nuts sold in the grocery stores are often colored a reddish tint and polished. This always indicates a cheap, poor quality. In buying pecans always ask for the uncolored natural shell nut. It is always the best, even if a low grade and thick-shelled nut. Persons familiar with only the ordinary nut have no idea of the delicacy and exquisite deliciousness of the large, cultivated nut. The shell is so thin that the nut is almost all meat. The fine nuts, of course, cost more, but their quality will be appreciated by discriminating persons who would prefer to pay the price for high class goods. The thin-shell pecans, if very large, cost 75 cents to \$1.00 per pound; the small nuts as low as 30 cents per pound.

NUTRITIVE VALUE OF PECANS AS AN ARTICLE OF FOOD

as shown by the following analysis of Messrs. Stillwell & Gladding, Chemists, New York, from a sample of large thin-shell pecans:

Water.....	2.80%
Crude Fat (Ether Extract).....	76.85
Protein.....	7.40
Carbohydrates.....	9.85
Crude Fibre.....	1.60
Ash.....	1.50
	<hr/>
	100.00%

RIPE OLIVES

The ripe olive is almost black, though not always. Sometimes the color is brown or purple. It has a rich, fruity taste—very delicate—altogether different from the ordinary green, table olive. Has great nourishing qualities. They come packed in tins ranging from 1 pound, 13½ ounces, to tins containing one gallon.

The ripe olives are not generally obtainable at regular stores, and very few dealers carry them in stock, even in the largest cities. The green olives are the unripe fruit and contain little or no oil. The oil only develops in the ripe olive.

Ripe olives should not be purchased in glass jars, because sometimes they are not sufficiently heated in the sterilizing process to keep them from decaying and forming poisonous substances. In tins they are considered safe.

Some persons have supposed because olive oil is pressed from ripe olives it might at times be poisonous. This has

never been known to occur, as the olives used are always as fresh as can be procured where the mill is located. Olive oil when pressed from fresh ripe olives is perfect in quality and contains no harmful matter.

HEALTH NOTES

A teaspoonful of lemon juice in a cup of black coffee will cure a bilious headache.

Oculists state that comparatively few persons have absolutely normal eyesight. Those who have not normal eyesight are the ones who do not take care to always read or work under proper conditions of light, and the result is that most adults and many children so overwork the muscles about the eyes as to form wrinkles and loose, falling flesh.

TO STRENGTHEN THE EYES

Take two tablespoons table salt to a quart of water. When dissolved bathe the eyes in the cold water. Now heat the water and while heating keep on bathing the eyes, allowing the water while bathing to keep heating but not to a temperature too hot to use, but as warm as can be used with comfort. Now remove from stove and keep on bathing the eyes until water is cool. This produces wonderful results in strengthening and benefiting the eyes.

EYE EXERCISE

To benefit the sight, exercise the eyes by turning them from side to side and up and down, looking at objects both near and distant. Also take a card marked with a spot the size of

a pea with ink. Hold it in the hand at varying distances—both directly in front and from side to side and up and down. This gives exercise to the eye muscles, and by varying the distance gives exercise to the interior adjustment of the eyes. This will benefit in almost all cases.

EYE MASSAGE

Great benefit is sometimes obtained by lightly massaging the eyes with the tips of the fingers, by giving a rolling motion with the fingers on the closed eyelids. This is done by gently holding the eyelid with the fingers and thumb and giving gentle pressure and a rolling motion.

A bad taste in the mouth and an impure breath are unmistakable signs of some disorder. This can be caused by overeating, highly spiced foods, alcoholic stimulants, constipation or decayed teeth. Any of these conditions should be corrected at once. A woman should always make every effort to keep the breath sweet. A small piece of cinnamon bark held in the mouth will sweeten the breath. (See article on Catarrh.)

Nuts are rich in food value, but most people make the mistake of eating them after a meal, when they give them indigestion. It would be equally unwise to end the meal by a piece of beefsteak or a couple of poached eggs after having been satisfied with solids. Nuts are meat; peanuts, almonds, English walnuts, hazel and hickory nuts are all delicious, and can be used in a variety of ways—sprinkled over lettuce as a salad, used with rice or with bread in the form of sandwiches, while peanut butter and peanut meal can be used in a variety of ways in a household's planning.

DONT'S FOR HEALTH

- Don't wear high-heel shoes.
- Don't eat meat. Or avoid its too frequent use.
- Don't wear wool underwear.
- Don't sleep over eight hours.
- Don't sleep in a closed room.
- Don't forget to take breathing exercises.
- Don't get so busy as to neglect health.
- Don't forget to take exercise every day.
- Don't think you can get well in a week if you have chronic trouble. Keep up exercise and use your brain.
- Don't eat fast; take your time and live longer.
- Don't use intoxicating liquors.
- Don't use tobacco.
- Don't worry; everything works for the good.
- Don't be afraid to wash the body daily.
- Don't forget to read on health, happiness and drugless healing.
- Don't kiss on the lips; always on the cheek.
- Don't drink tea or coffee.
- Don't use drugs unless you want to kill vermin.
- Don't slump down in a chair; sit straight.
- Don't forget to study the sex question.
- Don't be afraid to live close to Nature.
- Don't wear corsets if you want health.

Dr. Robert C. Greisen.

AS TO EXERCISE

A mild form of exercise each morning and night is of great benefit, and a great difference in health and appearance will be noticed in a very short time if these notes are persistently followed.

Each morning before making your toilet, stand erect and push both arms straight up over the head and stand on toes and stretch the arms as in reaching. Bring the arms back to normal, repeating this about a dozen times.

Put hands on hips and then lean forward and then backward. This will strengthen the back and abdominal muscles. With hands still on hips, turn body first to one side and then to the other, holding feet firmly.

With hands at side, bend head forward and then backward as far as possible, then turn the head from side to side, doing this at least a dozen times. This for the neck muscles.

Standing erect now, bend knees and bring body to crouching position, so as to sit on the calves; repeat a dozen times. This greatly helps the large muscles from knees to hips.

Bring body up on toes and back to exercise the muscles of the calves. Repeat this until the muscles of the legs commence to feel the exercise. Now drink a glass of water from faucet, not too cold, bathe and dress and you are ready and fit for your light breakfast and your day's work, and your blood has started to circulate, which will aid digestion.

Five to ten minutes given to this each morning and night, and the proper attention to diet and not over-eating, and following other suggestions in the book, and using common

sense in eating and exercise will relieve most of us from all ordinary ills and in every way improve us, both mentally and physically.

In exercising, always have the windows open at top to admit plenty of fresh air, as there is no danger of cold when the blood is in circulation.

Always sleep with your windows open at the top to let the air circulate; even in the coldest weather this should be done, and wear only light night clothes, depending upon the bed clothing for warmth.

It is the artificial living that is causing most of the sickness and ills, and the proper attention to nature is all that is necessary to enjoy good health and live to be 100 years old.

DEEP BREATHING

Everyone should regularly practice deep breathing. It is a very great aid to any method that may be used to regain health if ill or to keep in good health. It is beneficial to every organ in the body. It exercises the abdominal muscles and especially the diaphragm and in this way helps to remedy any weakness of the stomach and aid digestion. Is especially beneficial in strengthening the lungs and bronchial passages, often very much relieving asthmatic tendencies.

The rules are very simple: Take an erect position, throwing the shoulders back. Now take long, slow and deep breaths and expel the air each time slowly. It should be commenced by any person not accustomed to this exercise gently as well as slowly, not trying at first to forcibly expand the chest. After a few days of this occasional exercise you will find you

will naturally fully expand the chest and the air seems to go deeper. This slow, regular, deep breathing, if practiced for five minutes or so each day for a week, will establish a pleasant habit of occasionally for a few minutes at a time expanding the lungs with deep breaths. It can be done at any time, even if walking, in the street. At home it can be practiced at an open window if preferred. In many schools the children are put through this exercise before open windows to get the full benefit of pure air.

INSOMNIA AND DEEP BREATHING

Insomnia is often relieved by lying on the back and practicing deep breathing. It is sometimes so effective that the trouble disappears after a short time.

DYSPEPSIA AND DEEP BREATHING

It is a decided help by exercising the diaphragm. Sudden pains or frequent distress in the stomach may often be relieved by this simple plan.

PROPER FOOD

Startling experiments have been carried on recently with men, animals and chickens which show the worthlessness of "refined" foods, such as most people eat without a thought, and give to their children to eat, not knowing the evil consequences which are sure to follow.

It is a strange fact that men who are interested in stock farms know that they cannot produce prize cows, prize pigs, nor prize chickens, unless they follow certain laws of nature

in feeding the animals in which they have money invested. These same men, who pay so much attention to food for their cattle and poultry, knowing that their stock cannot resist disease unless properly nourished, seem to forget that the same laws control the nutrition of the human animal. It has been clearly proved that man's resistance to many diseases, such as constipation, appendicitis, tuberculosis, nervous prostration, anaemia, rheumatism, etc., depend upon the health of his tissues, just as it does in case of the lower animals.

The soil will not produce healthy crops unless it contains the sixteen elements necessary to the life and growth of these crops. This is why the farmer has to put back into the soil those elements which are used up by former crops. For this reason he employs fertilizer, phosphates, nitrates, lime, etc., to prevent a crop failure.

Food will not prevent *health* failure unless it contains the same sixteen elements which are extracted from the soil. All natural foods contain these elements and, very strangely, the same sixteen elements are found in man's bones, blood, muscles, cartilages, nerves, teeth, etc. They are also found in the digestive juices and other fluids of the body. Physicians are beginning to realize that these elements cannot find their way into the body, where they belong, *if they are taken out of the food before it is consumed*. Yet that is just what happens every time we refine our foods. White wheat flour, fancy corn meal, pearled barley, milled rye flour, polished rice, refined sugar, refined oils and corn syrup are among the most common foods which are robbed of from eight to twelve of these necessary sixteen elements.

When full-grown men and animals are fed exclusively on

the food mentioned, and many others, they lose their resistance to disease, become depressed in spirit, are easily discouraged and develop marked irritability. In the case of growing children their development is seriously stunted, and they become easy victims of many ills which the well-nourished child or animal resists.

ABOUT LIGHT LUNCHESES

Persons who make a meal of cake, pie or ice cream—and do so as a daily habit—are endangering their health. Such food has but little real nourishment and supplies almost none of the elements needed. Such food is all right as a finish to a meal, but if real hunger is to be satisfied it would be better to take some form of whole-grain bread or biscuits with milk, eggs or fruit.

BOOK 2

REMARKABLE MODERN DISCOVERIES ABOUT FOOD

FOOD! IT GIVES HEALTH OR CAUSES DISEASE

Modern discoveries relating to food have opened a wide field of research.

Up to a very recent date the general public have supposed that food—any kind of food—nourished the body and supplied all its needs; that it had no relation of any kind to the many diseases that human beings suffer from. It is now known that nearly all diseases that afflict humankind have been caused by food. Food can nourish, only, if it contains certain elements. If it lacks these elements it gradually causes the various complaints that arise from malnutrition. The explanation of this is very simple. In as few words as possible—and avoiding all technical terms—it will be made clear in what follows.

In the first place, it must be understood that our bodies are composed of certain elements that in the normal person in perfect health are present in our various organs—in the fiber and composition of our muscles, nerves, bones, brain, etc. This peculiar arrangement of substances exists in the child at its birth, and if that child is to remain in a state of perfect health with its natural growth and development, these sub-

stances must be supplied by food. The body is continually using up and consuming its own substance, which is continually renewed by food. The body consists in certain definite proportions, according to whether it is flesh, bones, teeth, nerves or brain, of 10 to 16 different elements or combinations of chemical or mineral substances, as follows: Potassium, sodium, calcium, magnesium, iron, phosphorus, sulphur, silicon, chlorine, iodine and others that evade the researches of the chemist. The vegetable world supplies us with grain, vegetables and fruits which in varying proportions contain exactly these same substances, and others, which (like those in the human body) evade the search of the chemist, but are necessary for nutrition and are called vitamins. If these various substances are present in the food they not only keep the body in health, but supply it with certain powers of resistance to disease.

If the food lacks any of these necessary elements the various organs suffer from lack of nutrition—the powers of resistance are reduced, and ill health results. We are continually surrounded by tendencies to disease—germs are nearly everywhere—and if our systems have not the powers of resistance to destroy these germs they cause disease.

Nature has provided in the grain, vegetables and fruits not only perfect nutrition, but has given us the elements our bodies need to give us these powers of resistance. If man ate these things as Nature provides them—not rejecting any part of the grains or fruits, that is proper to eat, most persons would keep in health until old age. The primitive man ate them—only crushing the grains—and eating the bran or skin of them all, with the result that he knew nothing of the complaints that afflict the modern man.

The parts of the grain—all grains—that are rejected by the miller for human food (and sold to feed cattle) contain the phosphates, mineral matters and vitamins (those mysterious substances that only Nature knows how to produce) that are absolutely necessary for health, but which are absent from all modern milled flour, whether made from wheat, rye, corn or other grains, and consequently white bread, our white rice, corn meal, farina and a host of so-called foods are lacking in the very elements most necessary for human nutrition and resistance to disease.

This has been proved in many ways, the details of which cannot be fully given here, but it is sufficient to say that experiments made by the United States Government on both men and animals have shown these facts and demonstrated that such diseases are beri-beri, pellagra, scurvy, etc., are caused by food alone or the deficiency in the food of the necessary elements.

This was shown in one experiment of a group of men fed on nothing but white rice—the ordinary rice that everyone eats. They developed beri-beri. Another group fed only on brown rice (rice with the skin left on) kept perfectly well. The experiment was now changed. The sick group were fed for a time on the *the brown skins only* of the rice. *They rapidly got well.* The well group developed beri-beri. Further experiments made by feeding pigeons on white rice and on white bread showed that they actually died sooner than if fed on nothing at all. In other words, they starved to death quicker *with* such food than if they had none. This has led scientists and others to believe that many diseases of obscure origin that for many years have puzzled physicians have probably been caused by the food lacking necessary elements of nutrition. When per-

sons suffer from so-called malnutrition and cannot digest anything—when medicines have no effect, and they seem hopelessly sick—they can in many instances be restored to health by first abstaining, either entirely or partially, from food until the digestive organs, by resting, may become normal; then given food that contains the natural elements. This method—without any medicine at all—is often most perfectly effective. If persons desire perfect health—or if in health they desire to keep so—they should make their diet consist, first, of bread or other food made from *whole grain flour*, and avoid, as far as possible, white bread, white rice, modern corn meal, etc., and eat natural food. Brown rice—the natural unpolished rice—is more tasty than the milled denatured kind and far more healthful. Whole wheat bread the same. Many will ask why, if these things are true about the foodless quality of modern foods, we are not all sick. The answer to that is, *we nearly all are*. But for those who really are in perfect health they have kept so because they have had a sufficient variety of food to counterbalance the deficiencies of the foods that the miller had deprived of their phosphates, salts and minerals.

The ones who suffer most from the foods that are so foodless are the very poor and their growing children. If persons are too poor to eat of a variety of vegetables and fruits, eggs, etc., and must make their diet largely of bread, they invariably suffer from some diseases caused by malnutrition. It is even believed that the dread disease that attacks children mostly, the Infantile Paralysis, comes from their food lacking proper nutrition.

There are few really well persons. The largest portion of humanity suffer from some complaint arising from deficiency

of nutrition. Many suppose the fault is in some incapacity of an organ to function properly—as the stomach to properly digest the food. This is often the case, but that very weakness has mostly been caused by food that lacked the elements the system needs—consequently dyspepsia results, with its attendant constipation. From these two complaints many others often develop. If the stomach and intestines could be kept in perfect condition it is probable other diseases would be almost unknown.

FEEDING CHILDREN

If families that feed children mostly on white bread—and do not give them “offsetting” foods like eggs, milk, vegetables, etc., in sufficient quantity—will carefully note the condition of the children, it will be found that they suffer from some form of malnutrition. They may have defective teeth or are pale and thin—or show a listless or tired condition. All these symptoms generally pass away if proper food is given them—as explained in this book.

IF OUT OF HEALTH, CAN FOOD RESTORE IT?

Where persons have got so run down that nothing seems to nourish them and medicines seem useless, they can almost without exception regain vigorous health by a simple method. They can practice total fasting for a period of from 12 hours to one day, two days, or more, with perfect safety, and with, in many cases, most remarkable benefit. Or, if doubtful of the benefit of total fasting, they can try partial fasting, eating but one meal a day and at stated times taking natural olive oil. Many persons have regained health in this simple way. If on

getting well they avoid all foodless or denatured foods, and eat whole wheat bread, brown rice, whole corn meal, avoiding as much as possible the eating of articles made from white flour, avoiding an excess of meat, they can keep in health. There is no doubt among advanced physicians and food specialists that most complaints yield to fasting and food treatment, especially Indigestion, Constipation, Intestinal Complaints, Liver, Kidney and Bladder troubles, Anaemia, Weakness, Wasting and nearly all forms of run-down conditions. Even Rheumatism is relieved or cured by proper food.

FOOD THE ONLY MEDICINE FOR HEALTH

Large books have been written about food and health, books costing from \$1.00 to \$10.00 which go into the technical details of this subject; but an attempt has been made herein to give in very condensed form sufficient of the vital facts to show any thinking person that such regulation of the food can be made that in the great majority of cases health may be regained. The books published on this subject are so very learned and technical that the general reader not only finds them difficult to understand, but finds that in the maze of facts and figures given, the subject becomes vague and loses interest. If all this matter is omitted and just plain statements made, the subject is deeply interesting and serves to lead to health by giving food knowledge.

WHOLE GRAINS, A SIMPLE FOOD REMEDY

If Combined with Partial Fasting Gives Most Remarkable Results

In severe cases of Dyspepsia, Gastritis, Constipation and different forms of weakness or Anaemia, the following plan, if

used with the Partial Fasting method, produces results that seem like miracles: Obtain a few pounds of whole wheat in the grain and a like quantity of fine large oats, also in the grain. Also an equal quantity of wheat bran, also barley malt in the grain just as it comes from the malt house. If malt is not obtainable, omit it or use the whole grain barley—equal quantity of each mixed together and ground. Obtain a spice mill that clamps to the kitchen table (it costs but a few dollars for a convenient small one), or use a common coffee mill. Set the mill to grind as fine as possible. If not ground fine, sift out the coarse and grind again. It must be fine as flour. The oats should be in the shell—the natural oats—just as they are after being threshed—same as given to horses—but finer quality, large and full grain. Should be ground shell and all, but *must be fine as flour*. If not, then sift through fine sieve and grind again. The wheat is same as the miller uses. Must be in the whole grain just as when threshed from the straw. Barley grain same. The malt is same as the brewer uses. Malt is the malted whole barley grain. To make malt the grain is spread several inches deep on the malt house floor and kept wet for several days or until it sprouts. When sufficiently sprouted is dried and the sprouts separated by machinery. The whole malt is used by brewers when ground and the sprouts used for cattle food.

If malt is ground fine as flour it can be drank mixed with milk or dried milk and water. This is malted milk, home made.

THE RAW GRAIN METHOD

Once a day or oftener if desired there should be eaten from one to three heaping tablespoons of this meal. *It must be eaten*

raw. Can be eaten with milk or mixed with cooked oatmeal or in mashed potatoes or in any way that is most agreeable. A simple way is to put three or four heaping teaspoons in a tumbler—fill with water. Stir and drink. The quantity eaten can be adjusted to your needs as long as enough is eaten to produce the effect. It should perfectly relieve constipation, especially if the partial fasting method is being used with the taking of Natural Olive Oil. If much run down and the system needs iron, mix raisins, say a tablespoonful or less each time. Raisins are full of iron—put there by Nature's wonderful chemistry, and in the only form that the system can use. In obtaining the grains, bran and malt for this raw food remedy, be careful not get stale or musty grains. They must be clean and sweet. The effect of this simple way to correct indigestion and inflamed stomach is so pronounced it is almost beyond belief until tried with partial fasting. If malt and other grains cannot be obtained, the ones not obtainable can be omitted. Good results can be got from just the wheat grain alone. But the mixture should be used if the grains can be obtained. Any of the seed dealers in large cities will supply the grains by the 5 pounds or more.

A DELICIOUS BREAKFAST CEREAL

For those who like cooked oatmeal and want to eat the ground grains with it—will find this very tasty.

With your portion of oatmeal mix two teaspoons (or more) ground malt and two or more teaspoons bran. Only the oatmeal is to be cooked. The grains to be eaten raw.

For those who have tried the garlic remedy for rheumatism given in "Health Facts and Partial Fasting" and found what

wonderful relief it gives, but who do not want to take garlic, it may interest them to know that the raw grain method will in most cases give very quick relief and sometimes with such remarkable effect that sore and stiff joints that have been a trouble for years become normal, the soreness and stiffness leaving them, and almost the suppleness of youth returning.

The effect of the raw grains on the general health is so decided that ailments of long standing seem to disappear like magic in many instances.

This is probably owing to the fact that this combination of grains contains the phosphates, lime, sodium, sulphur, etc., that the system needs for health. Such effects of raw grains prove that if the system is supplied with the substances it needs Nature does the restoring to health.

“If persons wish to take the natural grain remedy in the form of a liquid tonic in addition to what is eaten, the directions are as follows: In a bottle that will hold a full quart put enough brandy to make it occupy one-quarter of the space. Add to this one cupful of the grain meal. Now add enough water to fill the bottle. Take a wineglass full once or twice a day, shaking the bottle each time. It should be considered by parties taking this natural grain remedy that the nutritious effect of these grains builds up the whole system. If taken during a considerable length of time, it even has the effect of causing the system to resist the decay of the teeth, which is so prevalent among persons who eat considerable white bread.”

SAVE THE WATER IN WHICH VEGETABLES HAVE BEEN COOKED

Most persons throw away the water after cooking vegetables, thereby wasting the mineral salts that the hot water

has dissolved. These soluble matters are valuable food and should be used either for part of a soup or the water boiled down and served with the vegetable or put in gravy.

For those interested in the natural whole grain method who want to know where the grains can be obtained, we give names on last page. In buying ask for the *whole* grain in its complete natural state, and insist that it be *free from any chemical or preservative*.

These names are given for benefit of the reader. No charge is made to any of these parties for mention of their names.

(See last page.)

DO MEDICINES CURE?

Some medicines are excellent and necessary and the wise physician, in properly using them, often gets the results intended. In many cases, however, medicines are useless. They cause no improvement, sometimes injury, and seem a waste of money. Many of the medicines intended to restore to the system the mineral matters the system is starving for, and which do not exist in proper quantity in modern food, are absolutely useless. Nature has so arranged that the crude minerals, the salts, phosphates, etc., that are so freely given in medicines, cannot be taken up by the human tissues. The body will only assimilate these minerals, salts, etc., *when they have first been combined by Nature's wonderful chemistry and made a part of plants, grains, vegetables and fruits*. In such form the body absorbs them. In any other form they cannot be used as food—the body absolutely rejects them.

WHAT THE MOTHER SHOULD EAT

Married women, when children come, wonder why in many cases the teeth seem to fail and decay. That is because Nature demands the materials of which the teeth are composed, and failing to obtain them in the food the mother eats, takes them from the substance of the mother's teeth and bones. Mothers should eat plenty of whole wheat bread, shredded wheat biscuits, or the grain mixture given in this book. Also eggs, milk, vegetables, salads.

The system should be kept in order. If constipated, olive oil will correct it. Sickly mothers cannot expect healthy children. Keep strong and well and the children will be healthy.

WHY TEETH DECAY

The most general reason why teeth decay is wrong eating. The food does not contain the lime, silica, phosphates that they consist of. Our bodies' flesh and bone are made of the substances that food consists of and must have those substances to renew waste and wear. If persons eat food that is mostly starch—like white bread, rice—and most of the cereal foods, the system fails to get proper nourishment. To correct this there should be eaten food made of whole grains—vegetables, eggs—milk and a reasonable amount (if desired) of animal food. Avoid too much food containing a large proportion of starch.

HEALTH HINTS

Eat lightly, sleep well, don't worry. *Take exercise, drink plenty of water, think and use common sense*, and you will not need any medicine, druggists or doctors.

Don't let others think for you.

Think and act for yourself.

No man or woman on arriving at the years of discretion needs anyone to tell them the *difference* between *right* and *wrong*.

A good clean body, a good clean mind, pleasant thoughts, fair-dealing and the free use of the "*Golden Rule*" will make and keep you and everybody happy.

Children need advice, thinking men and women do not, *if they are well* and healthy as nature intended they should be, by right living.

Take an hour occasionally and *think for yourself*.

Be *broad minded*, *not narrow*. Let your *own thoughts dictate*, *no one else*.

In this *great U. S. A.* you have opportunity to *use your own mind*, and act accordingly.

Follow the common sense plan of living and thinking; and study and practise the "*Golden Rule*." "*Do unto others as you would they should do unto you.*"

TO STOP THE "ITCH." AN OLD-FASHIONED REMEDY

Add about half a teaspoonful of Powdered Flowers of Sulphur to one or two ounces of ordinary cooking lard, vaseline or cold cream, and apply this freely to parts affected. It has often given quick relief. Mix equal parts of each—mix cold. Ordinary Powdered Sulphur can be used.

This is an old-fashioned remedy and as far as known the only really effective one.

AN OLD-FASHIONED SPRING MEDICINE FOR CHILDREN AND GROWN-UPS

One teaspoonful of Powdered Flowers of Sulphur well mixed and stirred into half a cup of Molasses. This is an old-fashioned spring medicine and should be taken a teaspoonful or two, each morning for a few days. If Flowers of Sulphur is not obtainable use ordinary Flour Sulphur.

TO STOP A COUGH AT NIGHT THAT PREVENTS SLEEP

One tablespoonful of thick black New Orleans Molasses will often stop cough at night.

FOR CHAPPED OR SORE HANDS DUE TO COLD OR EXPOSURE

Have a mixture put up by your druggist of three parts Glycerine, one part Rose Water. Rub this well into the hands after any hard work or if the hands are badly chapped, and to keep the hands soft apply each night freely, rubbing well into the palms and backs of hands, and when the hands are still moist put on an old pair of soft gloves to prevent soiling of clothes, and in the morning the hands will show the result of this application.

FOR NURSING MOTHERS

For inflamed or caked breasts, mix equal parts Vaseline and Peppermint Oil. Mix them cold. Just stir them together. Apply lightly same as any ointment.

It instantly produces a cooling and relieving effect and will in a short time reduce the inflammation and restore to normal condition.

This harmless and simple remedy should be more generally known.

For a person suffering from this most common trouble to know how to quickly relieve the pain is alone worth many times the price of this book.

ACUTE INDIGESTION

To obtain almost immediate relief in an attack of indigestion from over-eating or too hearty food, get your druggist to put up a mixture of pepsin, bismuth and capsicum, and keep a bottle of this always on hand, in your toilet cabinet.

This will, almost always, instantly relieve an acute attack of indigestion, and in some cases it has saved life by prompt use. If this does not give immediate relief, call your doctor.

The druggist will know correct amounts to use.

In every emergency cabinet you should have as follows:

Carbolic ointment—for burns, bruises, cuts, sunburn, etc.
Magic Balm Ointment is best.

1 bottle vaseline.

1 bottle aromatic spirits of ammonia.

1 roll cotton gauze.

1 roll adhesive tape.

1 small pair scissors.

1 roll absorbent cotton.

1 bottle tincture of iodine—for immediate use, to prevent infection from cuts, etc.

1 dozen 2-grain quinine pills for colds.

Some mild cathartic for *only occasional* use.

1 jar of good pile ointment. Magic Balm Ointment is best. It relieves immediately.

1 inhaler, with small bottle of oil of eucalyptus, for catarrh or colds in head. The kind made of glass, open at both ends and with enlarged part in center to hold cheese-cloth saturated with inhaling liquid is best to use. *Will stop a cough and helps hay fever.*

1 small camel's hair brush to apply iodine and another to remove particles of dust and dirt from eyes.

1 eye cup to use in case of injury to the eyes, and on purchasing this at any druggist full directions will be given as to how it is used. Often this eye glass filled with warm water will relieve eye pain; also dust or dirt can be removed from the eye and give quick relief.

A little boric acid in warm water relieves eye pain.

HOW TO CURE A COLD OVER NIGHT

If you are chilly, have a headache and feel dull and ache all over, this is a sign that you have been careless and taken cold. This often happens in cases where vitality has been lowered, due to rundown condition.

By a simple common sense plan this can be easily remedied as follows:

Just before retiring take a *very hot* lemonade, sweetened, and about five or ten grains of quinine.

Put on a heavy sweater and heavy underclothes, go to bed, cover well with heavy blankets to bring on profuse perspiration. Take the quinine before taking the hot drink, then go to sleep for the night.

Allow the sleeping-room to be well ventilated, window opened at top and bottom.

In the morning the cold will have disappeared. The profuse perspiration has relieved the body of the cause of the cold, and by being careful for the next few days your condition will return to normal.

SOMETHING ABOUT RAZORS

People who shave themselves find difficulty in getting the keen edge and smooth shaving of the barber. A razor that will take and keep a keen edge is a prize of a lifetime—and few persons have such a prize—but even a faulty razor will do good work—and a fine razor will make shaving a delight if the following directions are followed:

Take an ordinary leather razor strop and scrub it with soap and water, removing all material from its surface until it is just bare leather. Now, when dry, use the rougher side—*with nothing on it*—to sharpen the razor and finish on the other side (the grain side) after rubbing some good laundry soap on it to give it a glaze.

If the razor is very dull it may need a stone hone—and then to be rubbed on a leather that has some razor paste on it—but this does not give it a fine edge. The sharpening must be finished as directed above. This kind of a strop will keep a fine edge on for years if properly used. The best kind is the double leather on a frame with a handle that has a screw that keeps the leather tight on the frame. The loose strop after a time causes a rounded edge that needs honing on a stone.

It is best to have two strops—one with razor sharpening paste on to give an edge to a dull razor—and finish on the other strop. If, instead of both sides of strop being leather, one side is canvas, to use as a finish, it gives a quicker edge. The canvas side should be soaped.

The following article on "How To Keep Fit" is published here by special permission of *Physical Culture Magazine* as is also the succeeding chapter on "Food and Health."

From Physical Culture Magazine by special permission.

WALTER CAMP TELLS CONGRESS HOW TO KEEP FIT

Famous Yale Coach and Physical Culturist Honored by Having His Speech in Congress Printed in the Congressional Record—His "Daily Dozen," Good for Congressmen, Is Equally Valuable for Advertising Men.

Reprinted from the June Issue of Physical Culture Especially for Advertising Men.

Walter Camp's speech in the House of Representatives, printed in the Congressional Record of March 2, 1921, is such a striking and interesting presentation of his philosophy of keeping fit, that advertising men will particularly appreciate it.

Mr. Camp was introduced to the House of Representatives by the Hon. John Q. Tilson, of Connecticut. We regard it as a privilege to present parts of his speech as follows:

"Ladies and gentlemen, do not be alarmed, and do not think I am going to suggest that you change the even tenor of your life, or that I am going to rush you into a gymnasium, lame you, and tire you out. That is old-fashioned. We do not have to do that any more. A man or a woman can keep himself or herself fit with six or seven minutes a day. It is very foolish to urge anyone to try strenuous exercises to which they are not accustomed to make themselves lame, and I would be very foolish to advise anything of that kind.

"But we are all wild animals in a state of captivity. When you stop to think of it, man was meant to earn his bread by the sweat of his brow, and in the early days he had to dig for what he was going to eat, and he did not get any too much of it. He had to work hard to get it. Today, instead of that,

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your food is brought to you on a platter. You do not work for it. A great deal too much of it is brought and what is the result? The result is that you are being injured by civilization.

"An outdoor man can eat anything that does not eat him first. If you were all on perpetual vacations, I should not need to talk to you. If you are hunting and fishing and traveling through the woods, you do not need any ideas about diet. The greasy bacon tastes good, and it digests, and you do not need any calisthenics. You get enough work. But unfortunately a good many of us have our living to make, and it requires some of our time to do that, and consequently we get, as I say, hemmed in between four walls and have to compensate for it, or else an inexorable nature makes us pay the penalty. The war through which we have just passed brought us to a realizing sense of our situation. If my boy and your boy had not been physically fit to fight we would not be here tonight.

"But there is something beyond that. We found that the men back of the lines had to work hard, but a good many of them broke down. We found too many who were old at 40 and fat at 50. Any time after that they had to have a motor car if they wanted to get anywhere. There is no reason in the world why a man or woman at five and forty should look either like a ruin or a public building. That is not necessary. Nature did not mean us to do that, and if we take proper care of ourselves we need not.

"If you are going to do office work you do not want great bulging muscles. That is not worth while. It is a nuisance, and sooner or later it drains your vitality. What I wanted was something that should conserve vitality and at the same time get at this part of the body. Men and women alike need to do things to make and keep their bodies supple. Women

are a little more supple than men; but, if you stop to think of it, after you are 12 or 15 years old you all commence to move in straight lines. You give a child something to reach over its shoulder, and the child will reach right back like this, but if any of us are going to reach anything that is back of use we turn around. You move only in straight lines, and there is where the trouble begins. There is where the American disease of civilization, constipation, comes from. There is never any motion around the middle of the body. What is age? It is stiffness. There is no reason why a man at 50 or 60 or 70 should not be supple; and if he is supple, then he grows old very slowly. The place where he must look after himself is in his body muscles.

“After I had studied these things, I had made up my mind about throwing-out exercises for the arms and legs, but still I did not know just what I wanted to do. Suddenly, one night it came to me that, as I said at the beginning, we are all wild animals. Now, what do the wild animals in a state of captivity do? You go to the Bronx and the Zoo and watch them, and what do you see? You do not see any lion or tiger kicking like this, to exercise his legs. He knows his legs are going to be good enough, and if you think they are not, just open his cage and see. He can run just as well as he ever could. But what is he doing all the time? He is stretching those big muscles of the body, bending and stretching his body muscles. You call your domestic dog off the sofa, and what does he do? The first thing when he jumps down, he makes a long stretch backward and forward. You can test it at any time. That is inherited instinct in those wild animals. The wild animals and the tame animals, too, know that it is the stretching of those body muscles that counts and nothing else. Everything else

takes care of itself. They are all the time testing and exercising those body muscles. I made up my mind that this was what I wanted to get at, so I worked out this set of exercises.

"I was going out to Great Lakes one night, and I was in the smoking compartment of the sleeping car. About 11 o'clock in the evening a man came and he said 'Mr. Camp?' I said 'Yes.' He said, 'Well, there is a man in the car here who is in very bad shape, and we wondered if you could not do something for him.' I said, 'What is the matter?' He said, 'This fellow is running up and down the aisle in his pajamas trying to get them to stop the train to let him get some dope because he has not slept for four nights.' I said, 'He is pretty near to central nervous exhaustion, and he will crack pretty soon.' I found he was a man only 38 years old, who had been managing a munitions plant up in Canada, and had broken down under the work, as so many other men did at that time. He broke down because he had offended all the laws of nature. He had given up all exercise, and had been working day and night.

"Now, you know, when nature taps you on the shoulder there is no appeal to Washington. When she does that she gives you notice, and when you get that notice there is nobody else who can stand it for you. You have got to stand it yourself. And that fellow had come pretty near having his notice. He was just as white as a sheet. He was twitching all over, his pulse was 110, and he said to me, 'For God's sake, can't you put me to sleep?' I said, 'No, I can't put you to sleep, but I can stop this twitching. I can start this thing so that you will rest.' He said, 'Well, if somebody can only put me to sleep!' I said, 'Don't stand that way, stand this way,' and I started him on a few exercises to stretch his body muscles.

Pretty soon the color began gradually to come back into his face, and the twitching stopped. Then I said to him, 'I am going to put you through the whole set of exercises once. Then I am going to send you back to your berth. You are not going to sleep, but you will rest easy for a while, and that is the first step.' So I did that, put him back in his berth, and did not hear anything more from him. The next morning while I was at breakfast in the dining car somebody tapped me on the shoulder, and it was this man. He said, 'You don't leave this train until you have taught me those exercises. I slept last night for the first time in five nights.' Well, two months later I got a letter from him in Toronto saying, 'My dear good Samaritan, I am back on the job all right again, and I am teaching everybody here those exercises.'

"What is nature's method? She is the kindest mother in the world, always taking care of you and going to an extreme, giving you a margin that you can play with all the time. For instance, a boy begins to smoke. What does nature do? She makes him sick. She says, 'Kid, I wouldn't do that. I don't believe in it. I don't believe it is good for you.' But he goes on smoking, and Mother Nature says, 'Well, I can't kill the little fellow for that. That is a trifle.' So she adjusts him to that false economy, and he is not sick any more. He goes on smoking and it does not seem to have any effect upon him, or, at most, no serious effect, and in moderation it does not. Then he goes on smoking more, and he smokes one cigar after another, and finally gets up to 16 or 17 a day. What does nature do? She looks him over and gives him another warning. She gave him one warning at first. She said, 'You would be better off if you didn't do that at all,' but she adjusted it so

that he could smoke in moderation; but when he gets up to smoking 16 to 17 cigars a day, then she steps in again and gives him another little warning. This heart of his begins to flutter, and he is scared to death and runs to his doctor. The doctor examines him and says, 'You have got to cut out this smoking.' So he cuts it out.

"Well, in three or four days or a week the irritability here has all disappeared. Then he chuckles to himself and he says, 'I have this thing fixed up all right again,' and he begins to smoke again a little. He smokes in moderation the first week, but nothing happens. Then he goes on increasing it more and more until he gets up to 15 or 20 a day again. Then the fluttering begins again. He knows all about it then. He knows he is smoking too much, and he says, 'well, now, I know I did smoke too much today, but tomorrow I won't smoke at all.' He lies awake to first part of the night, but the last part of the night he gets three or four hours' good sleep. He wakes up, and the fluttering has all stopped again. He gets his breakfast and then he lights up. Now, he has begun to take chances, and he is getting pretty close to the edge, but he does not know it. He forgets all about the two or three warnings that Mother Nature has given him. Finally, he gets to going it right along just as he did before, and this thing commences again. Then what does nature do? She takes one look at him and says, 'I gave you your three warnings. Now I have better men,' and she sweeps him off. That is what she does in everything. When it is done in moderation she deals gently. But these people think they can go beyond that, and then after she has given her warnings, she gives them up for better men.

"People think that they can take an orgy of exercise and

make up for a long period of neglect, when they do not take any exercise at all. You can not do that. Nature does not do things that way. She does not grow a plant for a month and then stop for 11 months and then shoot it up again. Things have to be done gradually. If you put on 30 or 40 extra pounds of weight, you have not put it on in 30 or 60 days and you can not take it off in 30 or 60 days with safety. You can get it off—run it off, sweat it off, and all that—but let me tell you that you are taking big chances when you do it. But you can do it gradually, slowly, just the way it was put on. Nature gives you all these chances. The way to do it is to have all your play and all your fun just the same. When you get the chance to play, play, and use your legs and arms in playing. Do not go to a gymnasium. That tires you to death. When we were children and had to do those exercises we slacked it just as much as we could. We had no use for it. Now, the only part that we neglect is the part that counts the most.

“These exercises are arranged alliteratively, so that they are easy to remember. When the Bureau of Navigation first proposed that I should take hold of this work they said, ‘We can not send men to learn these exercises, because it would take a year or two to make leaders and put them through the stations.’ I said, ‘You are thinking of the Swedish.’ When you learn the Swedish you have to learn the nomenclature of over 300 different varieties of movement, and of course it takes a long time. Now, we had to create these men as accomplished leaders in a week, and we did it, so you can readily see how simple it is.

“The first three exercises we use in the service can be used only in groups. They are to secure co-ordination, to get the

wires working well from the mind to the muscles. That is quite essential in any drill, as you realize, and also it is a very good thing. Your nerves are in better condition if your muscles answer immediately. The first three exercises are the hand, the hip, and the head. All of you know that if a man or boy is quick in one thing he is quick in everything. If he is quick in football, he is quick in baseball. In other words, the wires are in good condition, the message travels quickly, and the man answers instantly with his muscles. In order to assist me in showing these three simple exercises I should like to have three of you stand up."

(Mr. Reed of New York, Mr. Swindall, and another gentleman stood up in the center aisle.)

"When I precede a command with the word 'order,' then you make the motion. If I omit the word 'order,' you do not make the motion. Order, Hands; order, Hips; order, Head. I do not want to go through all of it, but only enough to show what it does. Now, when I say, 'order,' make the motion. If I omit the word 'order,' then remain motionless. Order, Hands; order, Hips; order, Head. Order, Hips. Head. Hips. That is doing very well. After we have done that three or four times I will omit the word, 'order,' and will mix them up—hands, hips, head. Now, look at me, but follow my orders and do not mind what I do. Hands, Hips, Head, Hips, Hands. I am very much obliged. That is all, gentlemen. Thank you.

"You all realize that if you are boxing and your opponent makes a certain move and you do not make the right move there is trouble. In these exercises it takes only three or four days before the men are acting on the word of command. Now, remember that most of you are like these gentlemen who have

been assisting me so kindly. You and they have been giving orders and not taking them. Under that habit your co-ordination gets poor. The privates can always drill better than the officers, because they have been accustomed to obeying orders.

“With the next three exercises we begin to get at the body. These are the ‘grind,’ the ‘grate,’ the ‘grasp.’

“You stand in this position, and raise the arms sideways to a horizontal position; turn the palms upward and force the arms back as far as possible. While in this position count slowly from 1 to 10, and at each count make the hands describe a complete circle about 18 inches in diameter, the arms remaining stiff and pivoting from the shoulders. Then reverse the direction of the circle and do another 10 of them.

“All of you are perfectly familiar with the idea of sitting up straight and standing up straight. You say to your little children, ‘Sit up straight; stand up straight. Stand up; don’t do that.’ We hear that all over the country. Now, you can not stand up straight and your child can not stand up straight, unless the shoulder muscles are in good condition. You all know that when you see a weak man or woman, an emaciated one, one that is run down, you see those shoulder blades sticking out at the back like wings. The muscles over those shoulder blades have atrophied. What happens when the muscles atrophy over those shoulder blades? The blades go out, the shoulders go in, and you are shut right up. When this happens your chances of life are growing small, and your chances for a comfortable and happy life are becoming infinitesimal when you get over this way, stooping over.

“The second of these exercises which I show you is the

'grate,' which puts a rounded cap over the shoulder blades. It does not look like muscle, but is a round smooth cap over the shoulder, because those muscles get exercise. In the service and in civilian life also we are after the flat feet, too. We combine these two. Stand like this, then raise the arms to an angle of 45 degrees, and come up on the balls of your feet, inhaling, and then let the arms down only to horizontal. That is easy, you see. That is exercising the arch of the foot all the time and exercising these shoulder muscles. Let me repeat the directions.

"Raise the arms to horizontal. Then, while taking a deep breath, raise the arms to an angle of 45 degrees, and also raise the heels until you are standing on the balls of the feet. Then while you slowly let out the breath come back to the original position, feet flat on the floor, arms horizontal.

"You keep the weight on the shoulder muscle, therefore you get splendid exercise and you will find when you do it 15 times you will realize that you have a pair of shoulders, all right. The purpose is to put the driving power up here. .

"The next exercise is the 'grasp.' Very few of our sports do much for the neck. The result is that it is feeble and little. You will realize when you stop to think of it that you recognize the ill man or the ill women, and those who are not strong in vitality, by the fact that they have hollows in the side of the neck here. You can get strength in the neck in this way: You stand in this position, raising the arms to horizontal. Place the hands behind the neck, and put the tips of the fingers against the base of the skull, like this. The elbows are forced back. While in this position bend the body slowly forward from the waist as far as possible. You exhale as you go down,

keeping the head up and looking at the leader. Then you come up and bend back only a little way. This gives just enough pull on the abdominal muscles to get them in action up and down. It is very easy, but you will find it begins to pull here, and pretty soon your neck instead of having any hollows in it is a column, the way it should be; and then you find, instead of it being an effort to stand up straight, it is easy to stand up straight and hard to get over this way, because these muscles are acting as they should.

“The next three exercises are the ‘crawl,’ the ‘curl,’ and the ‘crouch.’ Here we commence to exercise this part of the body, about the waistline. As I have said, in the first place, the disease of civilization is constipation, and if you churn up the intestines you get secretion, and if you get secretion you are no longer constipated. It is a simple proposition. You begin in this way, standing erect, dropping the right hand to the thigh, putting the left arm straight up, and let your right hand crawl down as far as comfortable. That bends the body sidewise from the waist. The right arm slips down the right leg to or below the knee. It is not the object to start with the first day you try it to see how far down your leg you can get your hand. You will find that you have not used these side muscles very much for a long time, but the effect produced is cumulative. Then reverse it, putting the left arm straight down by the side of the left thigh, raising the right arm, and let the left hand crawl down the left leg as far as is comfortable, bending from the waist toward the left. Do each of these motions five times. If you do this a little every day, in a week you will find that you are going down very easily. The result is suppling these muscles on the side which you do not use.

It is churning up the intestines and crowding the colon. A great deal of the trouble comes from the colon, and this will correct that.

“The next exercise is the ‘curl,’ which is a breathing exercise. You have been told, and they are telling you yet, that if you get up in the morning and throw open the window and then take 20 or 30 deep breaths, you will acquire the habit of deep breathing when you sit at your desk. Well, that is the worst lie that was ever perpetrated on the human race. If you stop to think about it, you realize that you can shove those ribs out while you are thinking about it, but when you stop thinking about it, you will stop making your ribs go out. When you take those 20 or 30 deep breaths in the morning you get some oxygen, but if you really want to get a chest that a singer has you should do it in another way. It can be done and done very readily.

“You close the fists, inhale slowly, and let the head and shoulders go over back, while your fists come up into your armpits. Look up at the ceiling. You can see what that does. It brings these ribs out. Then see what it does to your belt line. You will find when you do this that you are pulling right up here, putting your belt line up where it belongs, like this. Then your carriage is right. When you have done what I told you, then begin to exhale as you come back to the original position, with your head erect and arms at the horizontal.

“These exercises very soon increase your lung expansion and increase permanently the room where not only your lungs are taken care of but your heart and your stomach.

“The ‘crouch’ is a leg exercise, but we do not use it for

that, but to give control over the muscles which affect your poise and carriage in walking. Put your feet 18 inches apart, and then, going up on the toes, go down with a straight back, then up again and back on the heels. Here we are after that flat foot again. We do not want that arch to get weak because there is no pain that is quite like a fallen arch, and as long as you keep those arches in good shape you will be in no danger from that. You will find when you first try it that you pitch over. Your muscles ought to obey your will. If you tell them to hold you straight, they ought to be able to, and they will in two or three days, and then you are getting the poise to the body proper.

“The last three exercises are the ‘wave,’ the ‘weave,’ and the ‘wing.’ Here we attack the body still more.

“For the ‘wave’ stand in this position with the arms as before, at horizontal. Bring the hands up over the head and clasp the fingers. Bring the arms against the ears, and then let the hands describe a complete horizontal circle about a foot in diameter, waving the body from the waist. Before I do that let me tell you what they do in hundreds and hundreds of schools, teaching the children, and every 6 or 7 year old child knows how to do it, just as I am doing it now. They just wiggle their knees and hips like that, and that is all they do. They do not get any motion at the waist. You just screw the knee and hip around, and get no motion up here. Now put your arms in this position, as I say, locking the fingers and bringing the arms up against the ear, make a complete circle waving from the waist. There is one place you will move and you will move freely there, and you can not deceive anybody

about it. You see that is getting a movement in four directions, and churning up the whole middle section of the body.

“The ‘weave’ is a little more accentuated. Ask anybody who ever had anything to do with setting-up exercises, and there is one thing they always do. That is bending over and touching the floor in this way. That is not only very ineffective, but sometimes it is dangerous. There are probably some of you here who have struggled with that, and have not been able to get over. You are all right. You do not have to get over. I happen to be ‘long coupled,’ and can reach down there, but there are plenty of men who never ought to get within 2 or 3 inches of the floor. I had a letter not a month ago from an Army officer who says, ‘Thank God, somebody has put a crimp in that. We broke hundreds of backs in our division before we knew enough to let it alone.’ I have had hundreds of men come to me with rheumatism and lumbago and sciatica, from doing that one thing alone.

“I had a former general in the Army who wanted to consult me here at Washington. I said, ‘Have you got on a leather jacket?’ He said, ‘Yes.’ He said, ‘I have lumbago and sciatica,’ and he said, ‘I have been to two surgeons, I have been to osteopaths, and out to the Mayos, and nobody can do anything for me.’ I don’t know. He may have had a loose sacroiliac. At any rate he had a mighty bad back, and he said he had had it for nine months. I said, ‘How did it come on?’ He said, ‘I was doing my setting-up exercises one morning.’ I said, ‘I will show you the one you were doing.’ He said, ‘I don’t believe you can.’ I said, ‘All right. It was this one.’ He said, ‘Don’t do that; it hurts me to think of it now.’

“The only muscular exercise I am getting is when I com-

mence to come up. Now the muscles of my back are beginning to lift my trunk. If every man, woman, and child could not get up from that stoop you would have to have derricks along the streets to get them up. Your back is good enough to do it without any special exercise. They thought it was good for constipation. Well, it is a little exercise, but it is just what I told you, it is a straight-line exercise. You are doing it every time you get up out of your chair, but it is not very effective.

“The ‘weave’ is like this. You turn like this, turning the body to the left from the hips, the arms remaining horizontal until the face is to the left, the right arm pointing straight forward and left arm straight backward. While in this position bend the body from the waist so that the right arm goes down until the right fingers touch the floor, while the left arm goes up. You bend the right knee as freely as you like. Then you reverse the movement, turning the body to the right until the left hand points straight forward, and then bending the left knee down until the fingers of the left hand touch the floor. Now, that is easy. There is no pull here, but there is considerable tension right in here at the waist, and you get all the motion that you want, as you get it without any danger.

“The last is the ‘wing.’ It is a breathing exercise. It is well to wind up any set of exercises with a breathing exercise. It is somewhat similar to the ‘curl,’ but it has other motions. Stand like this, with your arms horizontal. Inhaling a full breath, you then exhale and let the arms go down by the side, pulling in the abdomen. Crowd out as much air as you can. Then you come up like this and open up and lift up, take a full breath, and then go down again. I could talk to you, possibly an hour, and you people who are here would understand it if I

talked about diaphragmatic respiration; but when you talk to 3,000 rookies you could not tell them that they could breathe with something in here, but you can put them in a position so that they would begin to send the diaphragm down.

“This is the entire set of exercises. They are easy and simple, and do not require any extraordinary stunts. Anybody can do them. When you start to do them do not try to see how far you can go. There is no gain in that. Just do it gradually, and you soon begin to get more and more supple. Only take six or seven minutes at it, and it is an insurance against ill health.”

FOOD AND HEALTH

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Important matters relating to Food published at various times in that magazine and collected in a little book from which the following items are taken. Reproduced here because of the value of this knowledge to the reader.

FOOD AND HEALTH

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There are other pure food books on the market, but most of such books are written wholly from the chemist's viewpoint and are content to call foods "pure" merely because they are what they claim to be—because they are composed wholly of the material or materials from which they derive their names.

All food contains proteins, fats and carbohydrates, but natural food contains another division which scientists call "ash" and then dismiss. Let us emphasize this fact. In this division of "ash" are gathered the tissue salts and body chemicals which enable animal and man to utilize the proteins, fats and carbohydrates and without which nothing is food. Half of the foods on the market contain these body chemicals; half do not. If, by accident, a creature happens to select food-stuffs which fall altogether under the "ashless" variety, that creature is doomed. If, by accident, some part of that creature's diet is selected from the natural and vital kind, the ravages that result from diet deficiency will manifest themselves more slowly. Hundreds of thousands of creatures by mere good fortune obtain the bulk of their diet from the right half of the nation's food supply, and as a result hundreds of thousands of creatures manifest an accidental condition of health which can be classed as normal. This happy accident accounts for the many who think themselves strong and healthy.

This is all very well under the average strain of life for those who are fortunate enough to be within the safety line by accident or chance, but in those periods where Nature demands the fullest measure of building materials for her work

or where she imposes the maximum strain, the scientific formula of proteins, fats and carbohydrates falls to pieces.

The growing child on a diet of refined foods from which the mysterious things that physicians are ever looking for are removed, suffers quickly. She who is approaching motherhood, building a new body for the world, as well as she who under the laws of lactation is supplying the new born with the building materials demanded by its growth, are not subjects for happy accident or merest chance.

Science says that the robbed, refined and "ashless" foods are all right because the growing child, the young mother and the youth of athletic tendency obtain a great variety of "offsetting" foods with which to balance the scientific formula. But science lies.

The glucose candies and glucose table syrups which children consume in tons are not "offsetting" foods. The refined and impoverished bread which the child eats three times a day is not an "offsetting" food. The oleomargarine and butter which the child eats daily are not "offsetting" foods. The doughnuts, ginger-snaps, biscuits, baker's cakes and pies, soda crackers, corn meal mush, boiled rice, tapioca and pearled barley soups are not "offsetting" foods. None of them builds bone or nourishes nerve. None of them contributes to the elaboration of a normal blood supply. On any or all of them animals die.

Potassium, phosphorus, calcium, iron, and other salts in their highly organized form as required by the bile, saliva, gastric juice, blood and other fluids of the body were present originally in such foods, but were removed by "scientific" commercialism propped up and supported by "scientific" chemists. The farina gruel, beef tea, corn starch pudding, bread,

toast, butter, mashed potatoes, invalid's jelly, etc., fed to the nursing mother do not supply the milk-building elements required by her child at the very time when she needs those elements most. The young man striving to attain the maximum of physical efficiency on a deficient diet wonders why his nerve breaks under strain, why his courage goes to pieces, why he suffers depression, why he lacks snap.

Science tells us that some foods contain all the necessary elements and that it is the individual's fault when they are not present in his diet. This is another scientific lie and the hideous doctrine of "let the buyer beware" protects it.

Even the innocent products of home cookery are robbed in the kitchen; beans, peas, corn, spinach, onions, cabbage, potatoes, parsnips, carrots, cauliflower, are separated from their vitalizing salts by a haphazard, untrained method of preparation which is entirely the fault of the housewife or cook.

Man for commercial reasons has trifled with his food supply. The remedy can be applied only through educating those who eat. The doctor himself must be educated. The mysterious things for which he makes his tireless search are, unseen, within his grasp. Already a few doctors, wiser than their generation, have heard the voice of Nature and applied her teachings with well-nigh miraculous results.

FOOD PRESERVATION

The early man, who aped the squirrel and filled a hollow tree with nuts or dried a stock of fish in the summer sun, survived, while the man of grass-hopper habits paid the penalty of his improvidence and perished of starvation.

But the man of accumulative habits soon found that his favorite food had an unhappy faculty of becoming unpalatable.

The reason for the change was for a long time a mystery, but, with the advent of the microscope, man discovered that his food stores were being preyed upon by myriads of little creatures, the tiny carcasses and waste products of which rendered the food unpalatable and unwholesome. Upon these germs of decay war was declared. Four practical ways of subduing the enemy have been found—desiccation, heat, poison and cold.

Desiccation, or drying, was the first efficient method of preserving food, but because of the marked changes which the removal of water makes in the flavor and appearance of many food products, drying has lost ground before more recently perfected methods of preservation.

Bacteria in food can be killed by heat, but continuous high temperature would be quite as demoralizing to the food's mechanical and chemical soundness as would the action of bacteria. The difficulty is overcome by killing the bacteria with heat and sealing the food in air-tight containers while hot, thus preventing further contamination. This means of food preservation, made sacred to memory by long rows of glass jars on cellar shelves, has grown to such a colossal industry that Mark Twain paraphrases the historian and tells us that the "Path of civilization is strewn with tin cans."

Preserving foods by poisoning the bacteria does not strike us as a very happy idea, for we have a notion that what would kill the protoplasm of a bacterium might not have a very salubrious effect upon the protoplasm of human cells. Generally speaking, such prejudice is well founded, yet the scientific man tells us that salt, sugar, vinegar, spices and hickory smoke owe their use to the fact that they are bacterial poisons.

The remaining method of preventing the little "bugs" from eating our food supply is to make the climate in their

vicinity so cold that they decide, like the grizzly bear, to take a nap till spring. Cold does not kill bacteria as does heat, but at freezing temperature all life action ceases. Frozen bacteria when thawed resume operations—a literal resurrection from the dead, often the more vigorous for their rest.

Most foods lose in quality by all these methods of preservation. The most notable loss is one of flavor. Happily in some instances, as in the case of many dried fruits, other agreeable flavors are developed. Fruits do not lose as much flavor in canning as do vegetables, but, as a class, fruits suffer more flavor loss in cold storage.

Drying is an almost universally safe method of food preservation. Next in safety is canning; cold storage is a third choice, and chemical preservation is the least desirable of all. It is dogmatic to lay down fixed laws concerning the use of the various preserved foods. The man is fortunate whose location and purse enables him to partake altogether of fresh articles; but those who stubbornly refuse to use preserved articles and by so doing cut down the variety and quality of their food are cutting off their own noses to spite their own faces.

Our advice to physical culturists is to use freely dried fruits and vegetables, and as freely as they can afford, canned vegetable products of all sorts. Foods of animal origin should always be obtained fresh, with the possible exception of smoked or dried fish. Cold storage meats and poultry and all chemically preserved foods should be religiously abstained from.

COMMON SENSE IN FOOD SELECTION AND COMBINATION

Many people who are earnestly trying to solve their food problems successfully are frequently disturbed through the

fear of making an unhappy selection that will not provide the maximum of nourishment and therefore fail to keep them well and strong.

Because it is true that many vital food facts have been frightfully ignored, it does not justify the imaginative in assuming that unless certain rigid and inflexible lines of diet are followed with religious zeal, everything will go to smash. Yet that is exactly what the seeker after health only too often does, with the result that needless strain is imposed upon the nervous system and energy-consuming anxieties are started on their demoralizing way.

Be sensible. It is the easiest food stunt on the calendar. It requires no university course to make you proficient. It requires no knowledge of chemistry, no familiarity with the eternal books of wisdom, no consultation with solemn-faced quacks, no expenditure of time, energy or coin to get you in line with the natural law, if you just will.

In the first place, Nature has seen fit to give you all the tips you need if you will only follow them. It has placed a nose as close to the mouth as it could put it. The nose is a sentinel on guard. It serves warning to the mouth not to let the rotten egg or the putrid fish get by. The nose is not infallible, because the trickery of man has discovered that pound cake made with rotten eggs, and putrid fish dosed with sauces, leave no hint of danger which the nose can detect.

Therefore, behind the nose Nature has placed the seat of prudence and the safeguard of intelligence. It behooves man to use these faculties in inquiring into the character of the baker or the restaurant proprietor before he sits blindly down to eat of food preparations that can be juggled by the unscrupulous.

With this sort of caution, everybody is familiar who eats in large cities, but few practice it. For those who live at home and who want to be sure that they are not missing anything the outlook is not so discouraging as a knowledge of actual abuses at first suggest. The ideal would be indeed glorious, but an approach to the ideal is all that is necessary while we are striving for perfection. Of course we want whole wheat, undegerminated corn, unpearled barley, unrefined rye, unpolished rice, old-fashioned molasses, undyed, whole sugar candies, clean, safe milk, fresh, pure butter, vegetables served in the carefully saved waters in which they are cooked. If we can't get them all at once, let us not go into a decline of woe and assume that death awaits us. On the contrary, let us get the nearest at hand, and making full use of it, go after the others patiently, persistently, and relentlessly.

Whole wheat bread will be a good foundation for the slow acquisition of all the others, one at a time, and with a half decent attempt to keep close to Nature, there will be no falling off in health.

If we eat Earth's foods as we find them, cutting out the thirst for novel effects, we are safe. If we forget the "you must observe this or that" we are safe.

Whenever we closely examine the food of the lower animals, we are struck with one strangely significant fact. No matter what the animal eats as a single food or regardless of the combination of foods to which instinct attracts it, there is a remarkable constancy in four things—proteins, carbohydrates, fats and mineral salts.

In the case of meat-eating animals, the carbohydrate equivalent is not so strongly in evidence, but science shows

that the meat-eating animal possesses organs that enable it to elaborate energy-producing elements from a purely meat and bone diet. If the average individual will remember a few fundamental facts in connection with his diet and make an effort to understand the significance of the diet of the lower animals, it will be an easy matter for him to keep within the margin of safety at all times in the selection of his breakfast, dinner and supper.

He must understand first, that protein foods are built up into living tissue and are used as building materials in repairing the daily waste. Carbohydrates and fats supply fuel for energy and heat. Mineral salts enter into the chemical actions and reactions of the body and enable the human laboratory to make use of the raw materials offered to it.

Animals that live on grasses and seeds of grasses, such as hay and oats, usually consume a daily average of eight per cent. protein, three and a half per cent. fat and sixty-five per cent. carbohydrates.

The daily average consumption of mineral matter in the animal's diet represents about two per cent. of the total quantity consumed.

The diet of most vegetable-eating animals with a few exceptions adheres closely to these figures. The squirrel, which subsists largely on nuts, is one of the exceptions, consuming, perhaps, double the quantity of protein found in the general average.

The writer has observed that wherever an individual follows the general law, as revealed in the diet of the horse, ox, sheep, rabbit, guinea pig, mouse or chicken, to which might be added the names of many other animals, such as the elephant, hippopotamus, camel, etc., he has a safe rule by which

to be guided. This does not mean that the human being should confine himself to the monotonous diet of the lower animal. *It does mean that the proportions of protein, carbohydrates, fats and mineral salts have a significance which teaches much to those with a seeing and an understanding mind.*

A simple knowledge of the composition of ordinary food-stuffs is therefore necessary. A diet of bacon, lima beans, dried salt fish, navy beans, beef or pork sausage, eggs, peas, beans, nuts, liver, lobster, turkey, chicken, veal, pork, etc., would be exceedingly rich in protein. On the other hand, a diet of ordinary bread, butter, asparagus, bananas, fresh string beans, beets, cabbage, celery, green corn, egg plant, lettuce, onions, olives, parsnips, squash pies and fruits would be exceedingly rich in carbohydrates and almost totally lacking in protein.

The first group would contain an average of twenty per cent. protein and little more than twenty per cent. carbohydrates. The second group would contain an average of one per cent. protein and nearly fifty per cent. carbohydrates.

Where the combination of meat, white bread, mashed potatoes, pancakes and syrup is employed, the mineral content falls below one-half of one per cent., affording only one-fourth of the total quantity provided by Mother Nature.

It is evident that where foods are refined or processed, with their resulting loss of mineral salts, the individual must be exceedingly careful in order not to set up a condition of infirmity brought about by an insufficient quantity of phosphorus, potassium, calcium, iron, etc.

It is an easy thing to classify all meats and meat products, and all the legumes, beans, peas, lentils, and peanuts,

cheese, eggs, and whole dry grain products such as wheat, corn, oats, etc., as meat or protein foods.

It is also easy to classify breadstuffs, boiled rice, oats, wheat, corn, potatoes, parsnips, carrots, turnips, tapioca, sago and the many types of crackers and biscuits as carbohydrate foods. Bread and the tubers ordinarily called vegetables are largely starch, as they are prepared in the modern kitchen. As such they can be classified as heat and energy producers robbed by foolish customs of cookery of many of their priceless substances.

Vegetable foods, such as beans, peas and lentils, are said to contain almost as much protein as meat. This statement is not altogether true.

Dried beans contain from eighteen to twenty-two per cent. of protein. Fresh beans contain only about seven per cent., which is much less than meat.

Dried peas contain nearly twenty-five per cent. protein. Green peas contain about seven per cent. So with lentils.

These are the foods which are usually called meat substitutes by the vegetarian.

As a matter of fact, whole wheat contains nearly fourteen per cent. protein. Corn meal contains nearly ten per cent. protein, and oats contain sixteen per cent. protein.

These grains might be said in their whole, unrefined and unprocessed state, to be perfect meat substitutes. As a matter of fact, they contain in abundance the alkaline earthy salts which meat does not contain at all. In other words, whereas meat is greatly deficient in many of the elements necessary to support life, whole oats, whole wheat and whole corn, or the products made from whole wheat, whole oats and whole corn, contain nearly all the elements required,

But even these whole grains are not good when consumed alone. The natural companions of whole grain foods are vegetables.

Each vegetable has its own particular therapeutic value containing some single element or group of elements in greater abundance than that found in other vegetables.

The housewife, the hotel chef, and the common cook, seem to be engaged in a blind conspiracy to deprive human beings of these natural therapeutic elements, by their absurd cooking methods.

In boiling or stewing the potato, parsnip, carrot, cabbage, etc., the water in which the cooking is done is usually poured down the waste pipe carrying with it the soluble mineral salts which should never be permitted to escape. Natural foods, by which is meant all of the food just as it comes from the ground, the vine or the tree, contain all the mineral salts required by the body, and where methods of cookery are employed which conserve these salts, one need not be disturbed about the mineral content of his diet.

Mashed potatoes are not to be compared with baked potatoes for the reason that the salts of potassium and calcium which are conserved in the baked potato are extracted by the boiling process which prepares the tuber for the mashing process and thus lost to the diet.

An effort should be made in every household to cook vegetables in such a way as will save their juices. An appetizing sauce can be made of these juices. In the case of onions, the most delicious soup can be prepared by the addition of a little milk and salt.

The dog and the meat eating animal secure all the alkaline earthy salts they require by munching bone. The human meat eater does not imitate the meat eating animal in this respect. Meat, therefore, does not supply the mineral matter necessary. If this fact is true when boiled potatoes, boiled cauliflower and stewed spinach from which the water has been drained, are placed on the table with steaks, chops or roast, the diner will realize that whereas the protein and carbohydrate content of his meal are quite normal, there is a deficiency of mineral salts.

If, in addition to this fact, it is remembered that white bread, biscuits, doughnuts and crackers also represent a mineral deficiency, the word of warning in this regard is sufficient and the question of the balance between protein, carbohydrates, fats and mineral salts is answered.

On a diet in which meat, eggs, cheese, nuts, beans, peas or lentils are used as the principal protein foods, the necessity of the greens such as cabbage, spinach, lettuce, cauliflower, onions, etc., is emphasized. These green foods contribute to the protein foods the alkaline earthy salts which the panther, lion and dog find in bone. These alkaline earthy salts are necessary to properly neutralize certain acid products elaborated by the digestion of protein foods. If they are not present to do the work which they can do and will do when consumed in a properly balanced diet, an acid condition of the blood results with the many physical disorders which follow such a condition.

In this respect certain foods such as the tomato and the onion can be looked upon as purely condimental foods. They consist largely of water, the tomato actually containing less than five per cent. of total solids. It is because of this fact

that some people classify the tomato, onion, garlic, lettuce, etc., as tonic foods. For the same reason, the orange, lemon, grapefruit, grape, cherry, etc., can be classified as tonic foods, their principal contribution to the diet being in the form of salts of potassium, calcium, iron, magnesium, sodium, fluorine, phosphorus and sulphur.

With a diet of fruits, meats, tubers, green vegetables, breadstuffs and butter to choose from, it follows that some attention should be given to the matter of proportion. It is obvious that a man who would sit down to six lamb chops, one-half of a boiled potato, one soda cracker, and four ounces of butter, would be consuming his food in very ridiculous proportions, yet in some respects this is precisely what some people do. The man who sits to a generous plate of pork and beans followed by a piece of old-fashioned mince pie and cheese is guilty of the same disregard of proportions, although the latter combination looks a little better on paper.

MINERAL MATTER IN 1000 PARTS OF WATER-FREE FOOD PRODUCTS*

	Total Salts	Potassium (K ₂ O)	Sodium (Na ₂ O)	Calcium (CaO)	Magnesium (MgO)	Iron (Fe ₂ O ₃)	Phosphorus (P ₂ O ₅)	Sulphur (SO ₃)	Silicon (SiO ₂)	Chlorine (Cl)
Human milk.....	34.70	11.73	3.16	5.80	0.75	0.07	7.84	0.33	0.07	6.38
Cow's milk.....	55.50	13.70	5.34	12.24	1.69	0.30	15.79	0.17	0.02	8.04
Meat (avge.).....	40.00	16.52	1.44	1.12	1.28	0.28	17.00	0.64	0.44	1.56
Eggs.....	41.80	6.27	9.56	4.56	0.46	0.17	15.72	0.13	0.13	3.72
Seafish.....	84.20	18.35	12.55	12.80	3.28	...	32.13	9.60
Cottage Cheese.....	64.30	8.50	0.90	22.50	1.50	0.50	24.35	0.10	...	11.20
Apples.....	33.00	11.78	8.61	1.35	2.89	0.46	4.52	2.01	1.42	...
Strawberries.....	65.00	13.72	18.53	9.23	...	3.73	7.97	2.05	7.82	1.10
Prunes.....	37.75	18.28	3.41	4.34	1.36	0.94	6.03	1.21	1.19	0.15
Peaches.....	17.60	9.63	1.50	1.41	0.92	0.18	2.67	1.00	0.26	...
Cherries.....	34.60	17.94	0.76	2.60	1.90	0.69	5.54	1.76	3.11	0.48
Grapes.....	25.20	14.16	0.35	2.72	1.06	0.45	3.93	1.41	0.70	0.38
Figs.....	41.00	11.63	10.77	7.75	3.78	0.60	0.53	2.77	2.43	1.10
Olives.....	33.40	27.02	2.52	2.49	0.06	0.31	0.46	0.36	0.22	0.06
Apricots.....	33.60	19.68	3.76	1.08	2.89	0.46	4.52	2.01	1.42	...
Pears.....	25.60	14.00	2.17	2.05	1.52	0.25	3.90	1.45	0.38	...
Bananas.....	32.40	16.20	0.80	0.25	0.32	0.10	2.03	0.21	...	2.47
Oranges.....	38.15	18.62	0.95	8.65	2.03	0.38	4.70	2.00	0.25	0.29
Spinach.....	191.00	21.71	57.42	22.73	12.22	6.40	19.58	13.18	8.60	12.03
Onions.....	48.40	12.10	1.55	10.65	2.55	2.20	7.25	2.65	8.10	1.35
Carrots.....	69.00	25.46	14.63	7.80	3.04	0.70	8.83	4.45	1.66	3.18
Asparagus.....	86.40	20.74	14.77	9.33	3.72	2.94	16.07	5.36	9.50	5.10
Radishes.....	110.40	35.33	23.37	15.45	3.42	3.09	12.03	7.18	1.00	10.10
Cauliflower.....	91.20	40.46	5.38	5.10	3.37	0.91	18.42	11.86	3.37	3.10
Lettuce.....	180.70	67.94	13.55	26.56	11.20	9.40	16.62	6.87	14.64	13.82
Potatoes.....	44.20	26.56	1.33	1.15	2.18	0.48	7.47	2.89	0.88	1.55
Cabbage.....	123.00	45.33	11.68	21.65	4.90	0.86	11.07	17.10	1.10	10.45
Tomatoes.....	176.00	82.50	32.90	11.35	13.55	1.00	10.75	5.00	7.75	18.00
Celery.....	180.00	48.60	65.25	14.70	6.75	1.60	14.50	6.50	4.30	17.80
Walnuts.....	17.40	2.20	0.17	0.97	2.88	0.61	10.10	0.22	0.12	0.12
Almonds.....	21.00	2.31	0.38	3.04	3.95	0.23	10.10	0.96	0.04	0.06
Cocoanuts.....	18.70	8.21	1.57	8.60	1.76	...	2.18	0.95	0.09	2.50
Lentils.....	34.70	12.08	4.62	2.18	0.87	0.69	12.60	1.61
Peas.....	30.03	13.06	0.30	1.45	2.42	0.24	10.87	1.03	0.27	0.53
Beans.....	38.20	15.85	0.42	1.91	2.73	0.19	14.86	1.30	0.25	0.69
Peanuts.....	24.30	9.27	0.21	0.95	2.29	0.27	10.60	0.45	0.05	0.23
Whole Wheat.....	23.10	7.20	0.50	0.75	2.80	0.30	10.90	0.09	0.46	0.07
White Flour.....	5.70	1.82	0.08	0.43	0.44	0.03	2.80
Rye.....	21.30	6.84	0.31	0.61	2.39	0.25	10.16	0.28	0.30	0.01
Barley.....	31.30	5.10	1.28	0.02	3.92	0.53	10.27	0.93	8.98	...
Oats.....	34.50	6.18	0.59	1.24	2.45	0.41	8.83	0.62	13.52	0.03
Corn.....	18.50	5.50	0.02	0.04	2.87	0.15	8.44	0.15	0.39	0.35
Whole Rice.....	16.00	3.60	0.67	0.59	1.78	0.22	8.60	0.08	0.42	0.02
Rice, polished.....	4.00	0.87	0.22	0.13	0.45	0.05	2.15	0.03	0.11	0.01

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* This table gives the percentage in common articles of diet of nine of the eleven mineral elements required for the proper nutrition of the human body.

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FOOD PREPARATION AND SERVING

In cooking, many foods lose their beauty of form and color, hence from the standpoint of beauty alone, every uncooked food that is a delight to the palate should be served in its natural state.

Clean foods, like corn, cabbage and meat, should not be washed. Foods that need cleaning should be washed as quickly as possible. No foods should be allowed to stand in water.

When cooked, all foods should be kept covered until no steam escapes when uncovered. Fruits and vegetables such as carrots, parsnips, turnips, beets, potatoes, pears, apples, etc., should be cooked whole in their skins in boiling water and then simmered until tender. Cooked thus, they need very little seasoning for their own flavor is not destroyed. Even when fruits like cherries are pitted for canning, the seeds should be tied in a bit of cheese cloth and boiled with them; a most exquisite flavor is thereby added.

Any one of the following ways is to be recommended for preparing eggs.

1. Soft boiled. Remove boiling water from the fire and drop in the eggs and allow to remain six or seven minutes.

2. Hard boiled. Put on in cold water and boil twenty or thirty minutes.

3. Separate the yolks from the whites and beat each thoroughly; then combine them with (1) hot or cold milk, or (2) fruit juices, sweetened to taste. A banana custard can be made by mashing with a fork ripe bananas and then beating them thoroughly with an egg beater. Add a bit of sugar or honey and lemon juice; then beat in the egg yolks and lastly the whites; then serve.

There is not a cooked vegetable or cereal that is not delicious seasoned with nuts chopped or flaked, or with some vegetable oil. Both of these are cheaper and more wholesome than butter or cream, and they require no ice to keep them in perfect condition. Peanuts are good the year round; they may be long kept in good condition. Flaked, they are at once a delicious, inexpensive and nutritious article for seasoning of fruits and vegetables. They should be kept separate and dry and mixed with each bite of food, when ready to be eaten.

Green peppers, onions, horseradish, garlic, mint, parsley, lemon juice, juice of rhubarb cooked and uncooked, sweet fruits and honey are all excellent. Fruit juices are most desirable on fruits and cereals as substitutes for milk and cream. As little salt and sugar as possible should be used, and no vinegar, pepper or spices. Perfect seasoning is a matter of properly combining *foods*; for instance, a salad made of chopped lettuce, finely sliced raw rhubarb, raisins, and olive oil; or beets sliced in rhubarb sauce; or a very small portion of ripe banana with each bite of a carrot, that has been boiled whole in its jacket.

Honey, sweet fruits, cake, pudding, pie, candy, are not the logical final course; they have been made final by fashion, and have therefore been blamed more harshly than they deserve for being destructive to health and beauty. When one is uncomfortably full or when not at all hungry, one can run down almost any amount of sweet food he likes. Such foods are heavy, nutritious, heat-and-energy producers, and need to enter the stomach early in the meal, when the digestive juices have not yet been diluted.

The last course should be of such a nature as to give one a sense of comfortable fullness and real satisfaction as well as

a clean taste in the mouth. Nothing does this so well as fresh juicy fruit, and there is no a day in the year when it cannot be secured. Dried fruits, such as peaches, pears, prunes, apples, apricots, should not be cooked, but soaked in water until they are tender. The prunes and apricots are greatly improved by being soaked together. Any of them may be combined with sliced bananas and served with a bit of whipped cream as a course, when it would be called a fruit cocktail, or at the end of the meal as a dessert.

Here follow suggested menus based upon the assumption that only two meals a day are to be eaten. These menus will, in a general way, also serve to guide the reader in the principle of combining various classes of foods to obtain the proper proportions of protein, fat, carbohydrates and mineral elements. The menus are merely illustrative of the suggestions that have been set forth in this and the preceding chapter and it is not intended that they be followed slavishly.

MONDAY

First Meal

Grape fruit or sliced ripe peaches or ripe raspberries, black-berries, strawberries or cantaloupe

Natural brown rice with milk

Whole wheat bread, fresh or toasted, with butter

One or two eggs, boiled, coddled or poached

Cereal coffee or fruit juice

Second Meal

Soup made of a combination of vegetables and greens, such as onions, parsley, carrots, spinach, parsnips, etc.

Meat or meat substitutes Whole wheat bread and butter

One or two of the green vegetables, such as corn on the cob in season, fresh peas, asparagus, etc.

Endives, lettuce, crisp celery or greens of any kind

For dessert, pudding or cake combinations containing dates, figs, raisins, currants or other fruits

TUESDAY

First Meal

Fresh apple or baked apple or apple sauce

Whole wheat porridge

Whole wheat bread, butter and honey

Raw egg beaten in glass of milk

Second Meal

Lentil soup Macaroni and cheese

Stewed carrots served in own sauce Cold slaw

Whole wheat bread and nut butter

Stewed fresh rhubarb, or any fresh fruit combination

WEDNESDAY

First Meal

Generous serving of combination salad of prunes, bananas, oranges and chopped nuts

Unpearled barley with milk

Banana coffee

Second Meal

Grapefruit

Fish or beans, peas or lentils prepared with savory vegetables
as a meat substitute

Egg plant or squash Lettuce and sliced tomatoes

Bread, butter and conserves

Sliced fresh pineapple or sliced fresh peaches or berries
or cantaloupe

THURSDAY

First Meal

Banana and grapes

Old-fashioned cornmeal porridge and milk

Old-fashioned corn bread and butter

Cereal coffee

Second Meal

Vegetable soup

Meat or protein dish with lettuce, parsley or celery

Fresh asparagus on toast

Steamed fruit pudding with fruit juice sauce

Ripe olives Whole wheat bread and butter

FOODS OF ANIMAL ORIGIN

Canned meat products are certainly more unwholesome and less appealing than canned fruits and vegetables. If the former must be used, let it be the sorts that are preserved in a simple rather than complicated state. For illustration, the salmon industry is as free from suspicion as any branch of the

fruit preserving industry. Salmon are cheap, they are preserved immediately on the spot and there is no commercial incentive to debase them.

Eggs are a food class quite by themselves both in regard to the high nutritive value and to the absolute uniformity of opinion in regard to their preservation and marketing. Freshness, everywhere theoretically appreciated, is in the case of eggs absolutely insisted upon. Every effort to preserve eggs, to change, improve or adulterate them, is such an obvious failure as to become a laughing matter. Cold storage eggs are not necessarily injurious to the consumer, but they are invariably unpalatable. If all foods were like eggs, there would be no need of pure food agitation or fresh food education—the people would take care of all that without urging.

Of the foods of animal origin, the ones that enter most freely into the pure food list are the milk products. All our readers are familiar with the general needs for cleanliness and cool temperatures in the marketing of fresh milk. The subject of pasteurization is one upon which there is difference of opinion. This process involves the heating of the milk to check bacterial growth and some authorities teach that this heating results in the alteration of certain of the proteid ingredients. Where milk is used as exclusive diet for infants, it is safer to insist upon unheated but absolutely clean and fresh milk. For adults partaking of a variety of food, the pasteurized product is, perhaps, the most desirable.

Milk is preserved by condensation, which consists in the extraction of water in a vacuum. The product may then be sterilized and sealed as in the instance of the so-called “evaporated cream” or it may be preserved with the addition of

cane sugar, which increases the keeping quality for the same reason that sugar acts as a preservative in the case of jams or jellies. Either form is a wholesome product and the choice is a matter of taste. While the taste is altered by condensation, an appetite for condensed milk is not a difficult one to cultivate and may stand one in good stead in localities where the fresh supply is unreasonable in price or uncertain in quality.

Milk powders result in the process of condensation being carried to a degree where all the water is removed. Pure milk powders are thoroughly wholesome and desirable for such uses as are not prohibited on account of the strange taste. Malted milk and similar products are milk powders with certain additions that render them more palatable. The preserved milk industry is on a relatively high ethical plane and these foods are among the most nutritious and wholesome and give as great value for the money as may be secured among preserved food products.

Butter, like eggs, reveals its deterioration before it has reached the state that would result in harm to the consumer. The low grade butters that are worked off on the poor, usually advertise their lack of quality, unless they are of the renovated sort. Renovated butter is made by collecting the stale and rancid product from country stores, and melting out the butter fat, which is re churned with fresh milk and cream to disguise the ancient product with a fresh flavor. This business is under keen supervision of the government as is the artificial butter or oleomargarine trade.

Oleomargarine is a mixture of tallow and cottonseed oil flavored with butter or cream. The business of making it is probably as carefully supervised as any branch in the packing

house trade. Those who can get packing house products and who wish to eat tallow and cottonseed oil for butter, may feel perfectly safe in consuming oleo. It is what it is and should be sold and consumed on its merits.

Cheese is one of the most highly concentrated forms of nutriment known. The varieties and flavors of cheese are most numerous. Man has formed the habit of consuming and pretending to enjoy cheese in a state of decomposition that would be absolutely intolerable in other forms of food. The simpler cheeses are certainly worthy of the highest possible endorsement and free from many of the objectionable features of meat food.

NUTS AND VEGETABLE OILS

Of all the foods that are customarily eaten in the natural state, nuts are the most concentrated and the most valuable. The composition of all true nuts is very similar and may be roughly remembered under the formula of one-fourth protein, one-half fat and one-fourth carbohydrates.

Nuts in their natural form can be subject to no adulteration and the only forms of deterioration are rancidity and the presence of weevils, faults requiring no food chemist to detect. Nuts are high priced food and the price varies according to demand for particular flavors. In comparing the prices of nuts, one should take cognizance of the amount of shell refuse. This refuse is about as follows: Almonds, 45 per cent.; beech nuts, 40 per cent.; filberts, 52 per cent.; hickory nuts, 62 per cent.; peanuts, 24 per cent.; pecans, 53 per cent.; pignolias, 41 per cent.; walnuts, black, 73 per cent.; walnuts, soft shelled, 58 per cent.

Nut butters are made by the fine grinding of the nut meats. The accredited brands are pure; care should be taken in purchasing to secure butters that have not been held in stock by small dealers until they become rancid.

Pure olive oil unmixed with inferior olive oil or other oils of doubtful value, is one of the finest food adjuncts known to man.

Many olive oils are pure enough as far as technical analysis goes, but are blended, rectified, and manipulated to meet the legal tests and yet save the dealer the expense of marketing high grade, pure olive oil.

The olive oil broker buys up all kinds of oils. He works off his rancid low grade oils by mixing them with oils of fine quality, thus getting rid of what is almost inedible stock at profitable prices. By this system fine oils are spoiled and poor oils are saved for the market.

The United States Government at this minute is unable to explain many extraordinary reactions which take place in the laboratory when foreign oils, admitted as pure to this country, are examined. It is now well known that really choice oil is a scarce commodity.

Pure, high grade olive oil undoubtedly possesses medicinal properties, little understood, which make it food and medicine in one. For this reason it is of great importance that we be certain about our supply.

However, olive oil emphasizes one fact of great importance to which the American consumer has heretofore paid no attention. It demonstrates the absurdity of our national habit of using so-called hard fats exclusively in our cooking.

All tropical and semi-tropical nations for centuries have depended on liquid fats for culinary purposes. As a matter of fact there is no use to which lard lends itself that is not met satisfactorily and often in a superior way by liquid fats, such as cottonseed oil, corn oil and peanut oil.

In any case it must be remembered by those who value health, that excess fats of any kind are just as disastrous as excess starch. In moderation these fats are constructive, in excess they are destructive.

CEREAL PRODUCTS

Most people make the mistake of associating "flour" exclusively with wheat. Flour and wheat are so associated in the United States because in this country most flour is prepared from wheat.

In primitive times when man had not learned the so-called art of food refinement, the flour, or "meal" as it should be more properly called, contained all of the nutritive elements of the grain. Particularly in America we have lost all knowledge of cereals as they are and should be before man changes their nature by his trade tricks.

The Romans had a breakfast food called Granea, which was yellow corn deprived of its husk, boiled in milk and water.

Barley was certainly in use among the Egyptians in the time of Moses. One of the plagues which afflicted them was the loss of the barley in the ear before it came to maturity.

In all eastern countries millet was used for making excellent cakes. The oaten cakes of Europe, not now known in America, have nourished millions.

Pliny thought the grain of rye was detestable and Virgil had little esteem for oats, yet Pliny comments on the fact that the Germans who used the "pulp" of these grains were noticeably robust and valiant.

In India the inhabitants were so well nourished on their rice diet, that nearly three hundred years before Christ, this grain was imported into Greece owing to its fame as a food.

Certainly, for centuries, rice has been the chief breadstuff or cereal food product in use in many nations. The modern dietitian must be struck with the fact that wherever these grains were used, they were used in their whole or entire state. The barley was not "pearled" as it is today. The rice was not "polished" as it is today. The wheat was not "bolted and screened" as it is today. The corn was not degerminated or robbed of its phosphorized fats and other important mineral constituents as it is today.

In the United States we can recover the nutritive integrity of these world-old grains only by learning to appreciate them at their full value.

The cereal dealer and the miller will tell you that it is impossible to successfully market a breakfast food or whole wheat meal or any of the other grains in their natural state because they become "stale" and "spoil", or, as in the case of natural brown rice during the germinating months, they are subject to attack by weevils and other insects.

The cracker baker, the coffee roaster, the egg dealer, the milk man, the bread baker and the butcher have adopted entirely different attitudes toward their equally perishable products. Everybody knows that such products become stale

with age, but the dealer does not therefore refuse to put them on the market.

Wheat will keep for years. So will barley, corn, oats and rice. These grains do not spoil quickly. Thousands of years ago Pharaoh took notice of this fact and for the benefit of his people stored rice and corn in the granaries of Egypt, permitting the grain to remain in the shell or overcoat, in which Nature had placed it. Thus the rice or other grain was held unwinnowed for years to provide against periods of famine. Weevils did not worry the Egyptians and scientists were not required to devise chemical methods of protecting the grain, because man, at that time, instead of defying Nature, co-operated with her laws, just as the milkman, the butcher and the baker do today.

The trouble with us is that we winnow all the rice in a heap, thereby exposing it to the attacks of insects against which Nature had protected it with that outer shell. If we wish uncontaminated whole oatmeal, whole corn-meal, whole wheat meal, unpearled barley and unpearled rice, we must not prepare a year's supply in advance. It must be prepared at reasonable intervals and in harmony with Nature's laws.

If more little grinding mills were put to the work of preparing wheat, corn, barley and oats at home, it would soon become unnecessary to hunt for arguments to induce the miller and the baker to change their present methods. Even with a stout coffee mill we can convert a bag of wheat, oats, corn, barley or rye into our own honest meal and when we begin to do that simple thing, the great American bread and cereal eater, the child of the poor, will have sturdier limbs, rosier cheeks, brighter eyes and a happier heart.

WHOLE WHEAT AND GRAHAM FLOUR.

There are now a number of food dealers who market a high grade quality of whole wheat flour, and you should induce your grocer to carry it in stock for you. Educate your friends in what it means to use only whole grain flours and cereals and other undenatured foods and food products, and willy-nilly your grocer will yield to the demand to handle such foods. Many of the so-called "entire wheat" flours are not entire wheat at all. They contain none of the brown outer skin of the wheat berry called the bran and have also lost more or less of the shorts, middlings and tailings, which are sifted and bolted out of the ground meal, leaving a product behind which is vastly superior to ordinary patent flour, but which, nevertheless, does not contain all of the elements of the grain.

There is really no technical difference between true whole wheat meal and true Graham flour, although dietitians are beginning to distinguish between these two products according to the fineness of their particles.

Whole wheat flour should contain all of the wheat, but it should be ground very fine to distinguish it from the more coarsely ground Graham meal.

If you cannot find a brand of whole wheat meal (sometimes incorrectly called entire wheat flour) bearing the reassuring label "Contains All of the Wheat, Nothing Added, Nothing Taken Away," you can easily prepare your own product at home. There are a number of wheat mills on the market designed for home grinding which may be purchased at small cost. They range in price, as a rule, from one dollar or two dollars to six dollars. The six-dollar mills are fitted with

attachments for grinding dry foods like wheat and corn, and oily foods like nuts. They save their own cost and show a profit in a few months.

With such machines a very fine meal or a very coarse meal can be produced from the whole grain. The cutting disks can be so adjusted as to halve or quarter the grains, thus producing any consistency desired from coarse to medium and from medium to fine. The bran can be sifted out of the ground meal and ground two or three times and then restored to the finished product. It is not the coarse particles of bran which "scour" the bowels as is popularly believed but rather the mineral salts contained in the bran. The finer the bran is ground the better.

A good grade of clean, whole wheat can be bought from a feed store or a neighboring flour mill. It is purchasable in bushel lots or in smaller quantities and when stored in a cool, dry place will keep indefinitely. When obtained in this manner even after paying the express or freight charges over a distance of a hundred miles or more, whole wheat actually becomes the cheapest food known to man.

The blended flours that are made of mixtures of shorts and low grade flours and called "entire wheat flour" can be distinguished from true whole wheat meal or true Graham flour by the absence of the fine particles of bran which, in the case of genuine whole wheat meal or genuine Graham flour, are easily visible to the eye.

Many varieties of entire wheat bread, Graham bread, and Graham crackers, are on the market, and as a rule most of them are made with very small quantities of Graham flour,

the large proportion being patent flour. The best way to determine for one's self the extent to which the commercial bakery products are manipulated, is to bake Graham bread and Graham crackers at home, and by using them as standards, compare the baker's product in texture, flavor, and color, with the home product. In fact there is no other way to determine the value of the baker's product except by chemical analysis.

True Graham flour, or "meal" as it should be called, contains on the average the following separations:

Bran.....	7%	Fine Middlings.....	6%
Shorts.....	10%	Flour.....	72%
Coarse Middlings.....	5%		

An imitation Graham flour is made according to the following formula, which is but one of the many formulas applied according to the whim of the adulterator.

Bran.....	10%	Fine Middlings.....	16%
Coarse Middlings.....	14%	Flour.....	44%
Shorts.....	16%		

By this system of juggling, the fake Graham flour producer is able to put on the market an inferior product greatly deficient in many of the organic mineral compounds of the wheat which sells for as much as a dollar per barrel less than the true Graham meal.

WHEAT PREPARATIONS.

In the case of wheat preparations, cracked wheat loses some of the fats of the whole grain, and about one-fourth of the mineral matter. This loss is sustained through discarding the embryo or germ of the whole grain. This embryo contains

principles essential to life. Some scientists now describe these principles under the word "vitamines."

If you will examine the whole wheat grain and note the germ for yourself, you will be able to see without trouble the difference between cracked wheat which contains the germ, and cracked wheat from which the germ is removed.

In the case of rolled wheat, steam cooked, the loss in food is about the same as that sustained in cracked wheat, but the rolled wheat contains only a little more than half of the mineral matter found in the whole grain. From the mere appearance of the product it is impossible to tell to what extent it has been denatured, except by its color. The whiter the rolled wheat, the more reason is there to suspect that it has been tampered with.

In the case of flaked and crisped wheat, the mineral matter remains almost normal and the fats likewise, indicating that the grain relies for its keeping qualities on the crisping process (heat), and is therefore allowed to retain the germ. The same thing can be said in regard to flaked, crisped, and malted whole wheat.

Any breakfast food that looks like farina has sustained a loss of nearly all the mineral matter originally contained in the whole wheat grain and almost one-half the fats found in the original grain. In respect to protein, starch, and water, farina is quite equal to the whole wheat grain. But animals fed on farina died in ninety days from malnutrition, whereas animals fed on the whole grain during the same length of time maintained their health and strength.

Patent roller process flour is about equal in all respects to

farina. In fact they bear such a close resemblance to each other in regard to the loss sustained by them in the denaturing process, through which they pass before they reach the stomach of man, that they can be said to be the same thing.

There are many breakfast foods on the market of which "farina" is a type. Farina in some form, either raw, roasted or partially dextrinized, is sold under fancy labels, bearing various fanciful trade names as an all-nourishing, life-sustaining, and complete food for children.

Farina, however, will not support the life of man, woman child or chicken, for the reason that it is an Americanized, debauched, debased and degenerated offspring of the grain of wheat, robbed of many of the elements which that grain originally contained.

Spaghetti, macaroni, noodles, and other forms of paste, which are ordinarily made of farina, indicate by their color that they have been robbed of many elements essential to life. The whiter they are the more reason to suspect them.

In the case of egg noodles, macaroni, and spaghetti, coal-tar dye, known as egg color to the manufacturer, but known as "4-Naphthal Yellow S" to the chemist, is employed to give the fraud color to the product. An examination of the wooden box in which the manufacturer ships these products to the grocer, will show the phrase, "artificially colored." This artificial color adds no food value to the product, but on the contrary counterfeits a food value in the form of eggs, which are not present.

There are scarcely more than two or three manufacturers in the United States who make spaghetti, macaroni, and

noodles from whole wheat flour. But if consumers would demand these products made from undenatured flour, the retail grocer would find a way of obtaining them.

It is easy to obtain bran, but the consumer should make sure that the bran has not been "washed," for in the washing process many of the soluble salts upon which bran depends for its virtues are washed out and thus lost. An addition of two or three teaspoonfuls of bran to oatmeal, corn-meal or wheat meal porridge not only adds to the flavor of the dish, but also confers upon it laxative properties which in ninety-nine per cent. of all cases constitute an absolute insurance against constipation and similar ills.

When, through a judicious dietary of whole grains and properly cooked vegetables with the addition of a teaspoonful of bran daily, the evil effects of constipation are removed, the bran can be eliminated and should be eliminated except in cases of anemia for the reason that an abnormal addition of bran to the daily diet is an extreme to be avoided just as much as is the abnormal subtraction of bran.

RYE FLOUR.

In the case of rye flour the manipulations are just as extreme as those found in wheat flour. To be sure about your rye flour grind it yourself in a home mill from the whole grain, or find some miller in whom you have confidence.

CORN-MEAL AND CORN PRODUCTS.

The whole grain of corn contains about five and one-half per cent. of fat, and about one and one-half per cent. of mineral matter.

The unbolted corn-meal, known as old-fashioned southern water ground corn-meal, usually made from white corn, can be distinguished from the denatured product ordinarily sold, by the presence of the bran and germ, easily visible to the eye. Such corn-meal, possessing a flavor no longer known to the inhabitants of our large cities and towns, can be made at home in a home grinder, but is very difficult to obtain on the open market.

The conventional corn-meal purchased in the grocery store, contains less than two per cent. of fat or about one-third the quantity found in the original grain. It also contains nearly fifty per cent. less mineral matter. Its appearance distinguishes it from the genuine product, which looks more like "rough stuff."

Hominy is, as far as the original fats and mineral matter of the whole grain is concerned, practically a worthless food. The fats are reduced to a mere trace, and the mineral matter so thoroughly removed as to be almost negligible.

Popcorn popped is really a splendid cereal food, containing all of the protein, fats, carbohydrates, and mineral matter of the grain. Popcorn popped and sweetened with unsulphured molasses is as good a confection as the growing child can eat, and one which is not as popular as it should be, when its splendid food value is considered.

Hulled corn is simply robbed corn. It has been denuded of its germ and of more than 75 per cent. of its mineral matter. The fat content of hulled corn is only about 15 to 20 per cent. of the fat content of the whole grain. If these facts are remembered in the home it will not require expert knowledge to

determine which products are denatured and which are not denatured. The commercial cereal products answer these questions for themselves.

Undegerminated corn-meal must be kept cool and dry on account of the perishable nature of the phosphorized fats contained in the germ of the whole grain. It is the removal of this most valuable constituent of natural, whole corn in the refining process, which makes the grocery store product, known as corn-meal, such a tasteless, lifeless, insipid and non-nourishing food.

With the germ oil, the salts of calcium, iron, potassium and other indispensable elements of nutrition are also discarded in the refining process. To save these substances you can grind your own corn or you can demand the old-fashioned, water ground Southern meal, which to this day is the chief breadstuff of the "strong tooth" dawk of Alabama.

RICE.

Polished rice, described by some food fakers as "whole head rice" in order to deceive the public, has been proven to be, as a bread stuff, absolutely worthless. It is to be distinguished from the actual grain by its color and general appearance. Polished rice is white and smooth. The natural grain is creamy in color, possesses a skin, and the germ or embryo can be easily seen at one end of the grain. In the case of polished rice, a little cup formation in which the germ was originally embedded is visible to the eye.

Flaked rice is just like polished rice, as far as food value is concerned. They represent the refined grains, and in their loss of minerals, colloids, and vitamins can be described only as denatured cereals.

Wild rice, which is making its appearance in large cities, contains about 75 per cent. more mineral matter than the polished grain, but is in no manner similar to grocery store rice. It also contains about twice the quantity of protein found in the polished rice. In fact its protein content is equal to that of whole wheat. Its shape is irregular, twisted, curled, long and thin. Its color, creamy gray, brown and yellow. It can be said to be a good cereal food.

The present retail cost of twelve cents per pound makes the price prohibitive to many who do not understand the obstacles in the way of its production. This cost will be reduced only when the public begins to consume the genuine article in larger quantities, at which time the natural rice will be as cheap as polished rice. It requires a much longer time to cook the natural brown rice than the polished product.

OATMEAL.

In the line of cereals and cereal breakfast foods, we find one old-fashioned grain which suffers less than any of the others through commercial manipulation. Oatmeal, and oatmeal preparations, such as rolled oats, flaked and malted oats, etc., contain all the protein, starch, and fat found in the natural grain, and they also contain nearly all the mineral matter found in the natural grain.

Oats, water and salt put away at six o'clock in the evening in a fireless cooker can be promptly forgotten until six o'clock the following morning, when they will yield as fine a breakfast porridge as the world has ever produced. Such a porridge served with pure, fresh milk and old-fashioned brown sugar is fit for kings.

BARLEY.

Barley is robbed exactly as wheat is robbed. All pearled barley, as sold in the grocery stores of the United States, is robbed barley. The whole barley is the long grain in its actual state. When pearled it is more or less round. The ends have been pearled off, and the outer layers have disappeared, with the result that whereas in the case of whole barley the mineral content is 2.4, in the case of pearled barley it is only 1.1.

Flaked, steam cooked barley is made from pearled barley and is therefore robbed just as pearled barley is robbed.

BUCKWHEAT.

Buckwheat flour, of an honest type, cannot be found in the largest cities or towns. The label on the package is the chief criterion by which the housekeeper should be guided in determining the extent to which this grain is manipulated. Most of the buckwheat now on the market finds its way to the home in a fancy package of prepared buckwheat flour usually labelled: "A blend of buckwheat flour, rice flour, and corn flour."

The rice flour is practically starch. The corn flour is robbed just as patent wheat flour is robbed. There is usually no more than 15 per cent. of buckwheat in the product.

VEGETABLES

Vegetables will be discussed only briefly, not because they are unimportant but because they are the one group of foods concerning which the average individual needs the least caution. Vegetables are at their best and their cheapest in the fresh state and in that form are proof against denaturing and adulterating.

Canned vegetables were formerly subject to many abuses. Sulphate of copper and other poisonous coloring matters were added. This is one phase of the food industry where the law has worked some definite benefit and all brands of canned vegetables are now free from deliberate poisoning. Such difference in quality as now exists is chiefly due to the difference in the quality of the goods packed and the sanitary condition of the canneries.

Dried vegetables are difficult to get hold of and are little used except on Polar explorations, etc. Nor is there much chance of an increasing use of this sort of product, for the improvement of transportation service will make possible an even wider use of fresh vegetables, both as to time and location. The development of the truck garden regions of the South has been one of the most spectacular developments in food industries. A change leading to the all-year-round use of fresh vegetables is one that no food authority, whatever his viewpoint, will be found to condemn.

FRUITS

Fruits like vegetables are somewhat without the scope of a pure food book because they rise above it. The present work is a guide on why and where and how to buy pure foods and must logically put in its best work where help is needed—where the intelligence of man is confounded by the cupidity of commerce. There is little opportunity for this in the case of fresh fruit.

Canned fruits, and all derived products, as jams, jellies, marmalades, etc., are ripe fields for the food poisoner. Glucose, saccharine, coal tar dyes, gelatines and glues have here found

abundant use. The pure food laws have done much to clear the situation, but there is still a great deal of adulteration and tampering in the concoctions of this sort that adorn the average grocery shelf to permit any sane physical culturist to regale himself on these products of uncertain composition.

Of the preserved products of fruit origin the safest and most desirable are those that preserve the form of the fruit, so that the quality may be judged, and the plain fruit juices. This latter group of products are discussed under beverages. Outside of their use as beverages, fruit juices are bound to have a growing place in physical culture diets of the future. As flavorings, condiments and appetizers they have unlimited possibilities in the natural diet.

With regard to dried fruits, prunes, black raisins, currants, figs and dates are the only members of the dried fruit family now prepared in such a manner that they are above suspicion.

Dried apples, dried apricots, dried peaches, dried pears, Sultana raisins, silver prunes and all dried fruit specimens of the blonde variety are bleached with the poisonous fumes of burning sulphur, known to the chemist as sulphur dioxid. The treatment is practiced principally to bleach the product, thus giving it a finer appearance. The sulphur process is used largely for the purpose of deception, in rejuvenating old or damaged stock.

Sun-dried apples are now on sale in many of the large cities. They do not look as "nice" (perhaps) as the sulphur bleached fruit but their flavor is incomparably superior and they are more wholesome.

During the season when fresh fruits are not obtainable,

the properly dried apricot affords in abundance the mineral and laxative elements without which no diet is complete.

It would be quite impossible to exaggerate the virtues of unbleached dried fruits. All dried fruits are slightly laxative. Some of them, like the fig, are notably laxative.

Ripe olives may be secured in three varieties: canned, sun-dried, and the brine-preserved variety sold in bulk. The sun-dried are the least expensive and are an excellent product for those who acquire the taste. They are fattening and laxative.

SUGAR PRODUCTS

The white sugar, known as granulated sugar, is about as perfect a form of denatured food as can be obtained.

The wholesale grocer knows sugar by numbers. These numbers begin with fruit cake sugar, which is the raw, black sugar, containing all the tissue salts and other organic matter derived from the sugar cane, and run up to the granulated product. Grade 15 is very dark in color, but not so black as the fruit cake type. Grades 10, 11 and 12 are the popular numbers of brown sugar, possessing a rich golden color and containing a large proportion of the mineral matter of the cane.

The difference between granulated sugar and grade 10 brown sugar, for instance, is not a difference in sweetness. Grade 10 brown sugar possesses sweetness, plus flavor. Granulated sugar possesses sweetness, minus flavor. In fact maple sugar can be refined or denatured just as cane sugar is refined or denatured, and the result would be a sweet sugar, minus maple flavor.

The American people, in their love of whiteness, have banished old-fashioned brown sugar from the retail market but it can still be obtained through any retail grocer in the United States. The enemies of brown sugar say it is "dirty." This is not true. Grades 10, 11 and 12 and even grade 15 are partially refined, and contain no dirt.

If any brown sugar were to contain dirt, fruit cake sugar would contain the most dirt because it is the least refined, and therefore, the big biscuit companies and commercial bakeries, who make fruit cakes and other cakes, would be doing a great injury to common decency by using a "dirty" ingredient in their product.

There is no such thing as genuine corn syrup. The public believes that corn syrup, or glucose, is made of corn and that it therefore contains all the nutritive parts of corn, the germ, protein, salts, colloids, etc. It does not. Corn syrup is not properly named; it should be called corn starch syrup. In small quantities it is perfectly harmless even though highly over-rated. Certainly it is just as harmless as refined cane sugar, the ordinary white granulated table product. The only evil thing which can now be said against glucose is that it lends itself to the adulteration of almost every prepared food known. Standing on its own merits and consumed in small quantities it can do no more harm to human health than any pure sugar or pure starch. Store jams and jellies contain from 40 to 60 and even 70 per cent. of glucose. Artificial honey is made of glucose.

With the exception of vinegar, no food product is so grossly or systematically adulterated as is corn syrup. The syrup produced by the concentration of the sap of the maple

tree in comparison with the quantity of adulterated maple syrup now on the market under various deceptive names, is so small as to be almost negligible. Pure sap maple is really a curiosity.

The trouble with glucose and pancake syrups, masquerading as maple syrups, is that they are refined products. The tissue salts of the corn, of the cane and of the maple tree are not contained in them. Maple syrup does contain them.

The folly of accepting from the grocer a product labeled in such a clever manner as to conceal the fact that it is something other than the purchaser believes it to be, is no more obvious than in the pancake syrup fraud.

Barbadoes molasses is the only pure, concentrated, un-sulphured, old-fashioned cane juice in the world today, excepting perhaps the small quantities of home-made molasses which people living near the sugar cane plantations prepare for family use.

Any New York or Chicago jobber can obtain it for your retail grocer on his first request. Baltimore, St. Louis, Cincinnati, Pittsburg, Cleveland, Detroit and other jobbers can obtain it at one week's notice by conferring with the molasses importers of New York City. All the retail grocers need do to get it for his customers is to order it. The wholesale price is about forty cents per gallon.

It is not generally known that honey varies as much in character, quality and flavor as cantaloupes.

For instance, some honeys contain naturally as little as eight per cent. water; other honeys contain naturally as much as thirty-three per cent. water.

Some honeys contain as little as .03 per cent. protein; other honeys contain nearly 3 per cent. protein.

Some honeys contain less than 50 per cent. invert sugar; some honeys contain over 95 per cent. invert sugar.

Some honeys contain as little as .01 per cent. sucrose; other honeys contain as much as 10 per cent. sucrose.

Some honeys contain as little as .02 per cent. mineral matter; other honeys contain as much as .7 per cent. mineral matter.

There is not any sweet more wholesome than honey. Very young children and very old adults can eat it with impunity.

BEVERAGES

The beverage habit of man is a superfluous one, rarely essential to proper nutrition and which may become a source of great injury. In speaking of beverages we exclude water, which is in a class by itself, and milk, which has been very properly discussed under the heading of foods of animal origin.

The beverage as we here consider it is a drink taken to please the palate or stimulate the nerves, and in which the nutritive elements are incidental. Alcohol and water in various proportions from various sources and with a myriad of flavors is the most widely used beverage in the world and because of its notoriously evil effects it condemns by inference all similar articles.

A second great group of beverages depend for their piquancy of taste upon carbon dioxid gas dissolved in water. These soda fountain drinks range from the delightful and harm-

less carbonated fruit juices to abominable concoctions of coal tar dyes and habit forming drugs. The pure food law has taken the rough edge from this evil, leaving us a group of drinks of no very serious physiological effects, and with very little of genuine taste or flavor or substance.

A further group of beverages includes tea, coffee and chocolate products. The last of these may have just complaint of being classed in bad company. Chocolate is the most nutritious and least harmful of the popular warm table beverages, and is possessed of a flavor universally appreciated.

Coffee depends for its effect upon the presence of the drug caffeine which is a narcotic, and upon the slightly bitter flavor which comes from the roasting. Coffee is also condemned by some because of the presence of tannic acid, a substance found much more plentifully in tea. Tea, on the other hand, contains a similar alkaloid drug to the caffeine of coffee, but the use of tea is less objectionable except when made extremely strong, because of the fact that a much weaker solution is palatable.

Coffee substitutes may be made from a number of food substances, which produce aromas upon being roasted. Those in the market are most commonly derived from the grains. The sweet or starchy and sweet fruits, as figs and bananas, have more recently been used as material for coffee substitutes. The choice is to be determined according to personal taste, as there is no dietetic principle at stake. Certainly those who look for a large amount of nutriment from coffee substitutes have a very poor conception of the basic problems of nutrition. The class of nutriment that could be secured from this source is the cheapest of all food elements, and the problem of practical

dietetics is more frequently one of preventing an overingestion of cereal products rather than an effort to add to them by a trifling amount that may be found in solution of a cup of cereal coffee. Coffee substitutes should be used by those who like them for their flavor and relish and as a pleasant form for taking sugar and milk. They are wholesome, desirable products of no great dietetic significance pro or con.

Of all beverages, those most pleasing to the physical culturist, are the fruit juices. The present outlook for the fruit juice industry is most encouraging. The output of grape juices in this country has doubled within a very few years, and an educational campaign now being waged by the enterprising manufacturers is resulting in a constantly increasing use of this delightful and wholesome drink.

Other fruit juices are now appearing on the market and are improving in quality. Most common are pineapple juice, apple juice or sweet cider and the juices of citrous fruits. Pineapple juice is of particular purity and excellence. The same can hardly be said for apple juices. Because of the cheapness of the product and the bad habits set us by our cider-making farm folks, the manufactureres of apple juice have tried to market the product in bulk and in order to keep it sweet have been obliged to resort to chemical preserving. Apple juice, sterilized and sealed in bottles as is grape juice, is an excellent product and all lovers of pure and delightful beverages should demand it until the manufacturers supply our needs more abundantly.

BOOK 3

**FULL EXPLANATION
OF THE
WONDERFUL PRINCIPLE OF SUCCESS**

“HOW TO DEVELOP”

HOW TO DEVELOP

Before reading the following pages the person who sincerely desires to develop all his natural forces of mind is asked to consider that no one by merely reading the rules for efficiency can change all at once into a prosperous and successful person. It takes careful study, careful thought, careful introspection or looking into one's self—and time. And the time required depends entirely upon one's self. To get the full effect of the lessons it is necessary to read them over more than once—to *study* them—and they must be studied with thought and earnestness—not carelessly looked over—and in doing so start to develop the habit of *concentration*. Impress what you read on your mind so that you remember. Get the habit of concentration. It is one of the important elements of success.

Remember that each person has within himself or herself the ability to succeed. It is only necessary to develop that ability. Do not get discouraged or think that others could do better. Believe in yourself—that you can do as well as others.

In any business, profession, or position, consider that to be successful you must develop Efficiency. Aim to do better, to get better results from your work—to improve in your efforts. To do things more perfectly—for Efficiency means the best way to do things—to accomplish more with less effort. Concentrate your mind on the work to be done so that whatever it is, the work is done completely, accurately, and perfectly. To do things exactly right it is necessary to train your mind to think correctly and with directness. This is not easy—but by persistent will and effort the mind can be trained to think directly and with concentration on any subject you wish it to consider—but this requires a continued and daily

effort to make your mind think of the matters you wish it to consider. Concentration as a habit is one of the most valuable of all lessons to learn.

Learn to do at once the thing that requires your attention. Get the habit. Put nothing off that needs to be done at once. This saves time, avoids forgetting, and is one of the most important qualities of the efficient person. Avoid the putting off habit. No one is efficient who procrastinates. Be definite in your conversation and your letters. Do not confuse your subjects. Make your meaning clear, concise, and to the point. Avoid too many words, be brief as the subject will allow. This gives clearness and force to your words.

THE SUB-CONSCIOUS SELF

What is the sub-conscious mind? What influence has this force which we all possess, upon our conscious actions? Is it of direct consequence to us to consider its promptings? Does this force within us *control* our *conscious* mind without our knowledge of its influence? Can we so direct our thoughts that the sub-conscious mind directs us in all life's affairs?

In every human being there is something deep down in our consciousness that seems to whisper to us at times; to caution, to check, or to advise. It is well to listen to this voice. It rarely fails to direct us right. Always consider it like a guardian angel that guides your thoughts and actions.

Do not act rashly or on any impulse. Consult your Inner Self—especially in all important matters. Cultivate this inner consciousness, by thoughtfulness and study of yourself. If you heed its voice in matters great and small you will find in a short time that your mind is reaching a higher level—that you

think better, clearer, more perfectly. That your judgment improves. That all your acts, your social relations, your business matters, all the affairs of life, regulate themselves in an orderly and satisfactory way. It leads to good judgment in all matters. It cultivates in you the ability to more successfully manage your affairs in relation to others. Gives tact, decision, and greatly increases ability in all endeavors. Increases confidence in yourself and your self respect. Listen to the Inward Voice. It is your better self that whispers.

The importance of this cannot be too strongly urged upon all who read these lines. The sub-conscious mind, the mind that to our daily consciousness seems to be unknown to us, is our real self, and by careful cultivation of our *conscious* thoughts we can soon put ourselves in harmony and perfect accord with this inner influence, so that its promptings become immediately apparent to us and we recognize the marvelous benefit it can be if we obey its guidance. Study it carefully, look within yourself, make it your daily thought to ask its influence.

It truly is, *an always present guardian of you*, your true self.

THE WONDERFUL PRINCIPLE OF SUCCESS

Whole volumes and lessons have been written telling of a wonderful principle existing in every person, that, if cultivated, leads to success in life—to eminence, wealth and distinction. Is this true? Can any person by simply reading a book become a millionaire?

This depends entirely upon the person. Every normal person who has reached years of discretion, has, in more or less degree, this *Wonderful Principle* that gives success; *but it amounts to nothing if there is not with it* the ambition and determination to develop all the capacity that person possesses. The *Will* must be cultivated by persistent endeavor to improve, to gain knowledge and by attention to business or duty, by intense application to the accomplishment of an aim—an ideal—to rise above that person's present level; to gain ability by effort.

Some persons are born with this remarkable ability to succeed and it naturally develops in them with their growth; and such persons succeed in their aims because they compel success by their developed force of will and natural intelligence.

What is that wonderful "something"? *It is not a mysterious principle—there is no magic about it.* It is either a natural gift born in the person, or something added to natural ability by study, observation and self development. To do this the person must develop Energy, Industry, the Determination to rise, and must cultivate also the ability to acquire the necessary qualities and intelligence that mean Efficiency and Success. It is simply the Determination to improve and develop the *Inward Principle* or Ability you already possess.

All ideas of indolence, laziness, indisposition to apply one's self to hard work of mind or body must be discarded, and all efforts must be directed to self improvement. This means, first of all, *Intense Will* and *Determination* to rise above one's present level; and to do this there must be improvement of mind, keen observation, study, and confidence in one's self. This invariably makes one fit for better and higher things in any business, profession, or any of the affairs of life.

If the Will is cultivated and the Mind improved, with attention to duty and gaining of knowledge with the firm determination to succeed, then success comes as a natural result of effort—for earnest effort and earnest desire for improvement always bring results.

The ambitious and determined person who cultivates persistently all the powers of his mind—who gains information and education by persistent effort, cannot be kept down.

Such a person will give attention to business in any position, through his determined desire to succeed. He will have *energy* and the *Will to Do* and Confidence in himself. These qualities always lead to Success.

There is no need of a maze of words to tell anyone these things. Anyone of ordinary intelligence can cultivate this principle, which is either active or dormant in all persons, and by persistent *Industry*, *Energy* and *Perseverance*, reach his highest aims.

HOW TO BE SUCCESSFUL

What is Success?

Success is the accomplishment of one's desires. Success in business is either attaining a satisfactory compensation as an

employee, or having your own business, and making it profitable in a more or less degree, depending upon your needs or desires.

Some persons are satisfied with a moderate income—some are determined to be rich.

Success as an employee results from the will *to do your best* in your work—to *deserve* advancement—to so cultivate your *intelligence* and *will to do*, that your work *shows your ability—and ability always secures advancement.*

Can the unsuccessful person become successful? He can by simply knowing how to develop just the ordinary qualities that every normal person has—and these are Energy, Determination and the *Desire* to so improve that your ability is developed, and so increased by your efforts towards improvement, that it is apparent in your better work, if an employee—or superior intelligence in your own business, gained by study and observation. It must be understood that lack of education in many positions, and in many lines where the business is owned by the person wishing to succeed, is a very serious bar to success, sometimes a total bar; for a reasonable amount of education is absolutely necessary in most positions and in general business. And no one needs to be deficient in just ordinary education; that is, in the correct use of the English language, both written and spoken, a reasonable knowledge of figures and accounts—some knowledge of History and the events of the present time. With this must go a courteous and agreeable manner. If with this there is Ambition, Energy, Perseverance and the Determination to Succeed, no man or woman will remain unsuccessful—such qualities *always bring advancement* and success.

HOW TO DISCOVER YOUR OWN ABILITY

Many possess ability they are utterly unconscious of because they have never *studied themselves*. These qualities remain latent in ourselves, often because either we have not, as it were, looked within ourselves, or the opportunity has not come to arouse them. By a careful study of ourselves we can discover them, and make use of them in our work, either for ourselves or to increase our usefulness in some position and so get better returns for what we do. It is better to find out what our capacities are than to wait for some opportunity to use them that may never arrive.

It is well to cultivate any qualities we possess, for the chance of their usefulness may come at any time, for cultivated intelligence *makes* opportunity. Some persons are born with ability, and can apply themselves to almost anything, and by a natural force and will, make a success of any undertaking—even if not possessed of education. Others with only moderate ability, but energy and perseverance, gain success *by their determination to rise*. Even if gifted with natural ability it amounts to little if there is not energy and perseverance. Most of us are capable of more than we accomplish—but miss better results, either by lack of faith in ourselves or not enough perseverance.

CHARACTER

A most necessary thing in all the affairs of life is to have a good character. Character is what you yourself are—good or bad.

The possession of a good character is more important than almost any one thing, and character depends entirely

upon yourself—your own acts—it is yourself—as you really are. Some persons may be lacking in the essentials of a good character, and for a time conceal this fact, and have a good reputation, but the actual character, either good or bad, cannot always be unknown to those who in business or social relations come into contact with you. The real person rarely fails to be known. All persons should cultivate a good character—by right doing—right thinking—right living. It is one of the most important things in all our relations with the world. It means so much in all the affairs of life that no one can afford to not obtain it by every act possible. It often to the man in business means more than capital. Nothing tends more to success, honor, wealth, distinction, than character.

THOUGHT AND ITS INFLUENCE

It is necessary that you do right thinking to achieve success in life. Our thoughts are ourselves. We are just what our thoughts are. If we think right, we *are* right. Right thoughts make right living, right actions, right feelings; and these give us self respect and the respect of others. If you think wrong you *are* wrong. It is best to cultivate the right kind of thinking and avoid thoughts of wrong living or wrong feeling. By always thinking of ourselves as desiring to do right, to be just, to be honest, to do unto our neighbor as we desire our neighbor should do to us; to think of our well being, to think ourselves contented, prosperous and happy, will often by the very effort of thought make us so. Avoid depressing thoughts as far as possible, and just by so doing you may avoid many of the ills of misfortune. Never allow yourself to think you must meet with ill health, misfortune or defeat.

The opinion that others have of you depends upon how you think of yourself, for your thoughts regulate your actions to others, and on these actions are based the good or ill opinion of those you meet. To be considered high minded and honorable you must so regulate your thoughts, and by your thoughts so regulate your actions that you *are* high minded, honest, and honorable.

The one of noble character, respected by all, is the one who is controlled by high and noble thoughts, for all our actions spring from thoughts; fine thoughts producing their corresponding action, and unworthy thoughts leading to unworthy actions.

It is apparent from this simple truth, that we all have it in our power to so regulate our thoughts and our way of life that we can be noble, good and respected by all—or to be destitute of the good opinion of others.

Our thoughts to a great extent influence even our health. By a cheerful, happy way of thinking we avoid and often ward off disease. Do not think of yourself as ill. If not in good health try to improve it by thinking of health. Avoid depressing thoughts, for they aggravate any complaint. Try to convince yourself you are better—you are well.

Try not to think of yourself as sick or weak or lacking in determination. By insistant thought that you are well, strong, cheerful, happy you will go a long way towards the results you aim for.

You can tell the person of wrong thoughts at a glance. The sour, discontented, and hard face shows that evil thoughts control that person, while the pleasant, kindly and cheerful face indicates the inward thoughts.

Avoid thoughts of sourness or discontent or doubt of yourself, for such thoughts often lead to the misfortunes that are feared. Constant thinking of illness or distress will surely strain the nerves and cause the very troubles you wish to avoid.

Think right in business. Be sure of yourself, of your methods, of your prospects. Keep in your mind your aim for success, and by good thinking, energy and determination, gain success. If you continually think of failure—failure will come. Look for success. Success almost always comes to those who earnestly seek it.

Successful persons are the ones who not only sought success, but by continually thinking of achievement did achieve.

The people who rise are those who are *determined* to rise, for none of us can rise above our thoughts. We must have an ideal in view and strive for that ideal. With *determined* thought we can reach it. The person with poor, mean, low thoughts has low ideals in business and other affairs of life, and does not rise above those ideals, while the person of high ideals, if that person's thoughts have been directed right, finds success.

TRAIN YOUR CHILDREN TO THINK RIGHT

If you are married and have children, commence early to train them to Right Thinking. Take opportunities to not only watch their progress in their studies and schooling, but talk to them instructively to instil in their minds the right ideas of kindness, honesty, fairness and correctness of manner and thought. Teach them early in life and often, to be just and kind, and to respect the rights of others. Teach them obedience and attention. Tell them things that make them think. Dis-

cipline them early to think for themselves. If this plan is followed children will seldom be unruly or need correction or harsh treatment.

Avoid lying to children. If they come to you with embarrassing questions, don't lie. Be truthful—but it is not always necessary to tell *all* the truth. Children should never be frightened by threats of giants or bug-a-boos of any kind—and by all means convince them early that they should not fear the dark.

HOW TO MAKE AND KEEP FRIENDS

By courtesy, kindness, and affability of manner you impress others with your sincerity and good will, and this attracts them to you. To keep your friends you must be careful of their ideas or sentiments, and treat them with consideration and perfect justice if you want them to be devoted in their freindship. In conversation avoid too positive statements if they clash with others' ideas. Even if you know a friend to be in error it is best to not be too positive unless you can by reference to some accepted authority prove you are right. A gentle manner in such discussions is always advisable. Self assertion, if too positive, is always offensive and should be avoided. Avoid a pompous or conceited bearing. While personal pride and a reasonable amount of self respect is commendable, it can degenerate into an offensive conceit, and this should be avoided. The man or woman who has trained the mind to think right will not show conceit, but will realize that a modest, simple, sincere bearing is more evidence of good common sense and intelligence than any appearance of self satisfaction.

Always speak kindly of others. The person who is continually telling of others' faults is suspected by his friends of criticising them. If you cannot speak well of persons, say nothing. This of course has some exceptions, as we cannot always praise those whom we know do not deserve praise, but as a rule it is well not to gossip or say derogatory things. Persons are often characterized as lacking in good common sense who habitually speak slightly of others. It is well to so discipline your mind that in your conversation you command respect. This is one of the elements of Right Thinking. It gives to your manner a quiet bearing of dignity and poise. It gives the attitude towards others that makes and keeps friendship.

Sometimes it is a help to constantly keep before you the thought that you *must* and *will* accomplish your purpose, that you have the ability to *do*, to *perform*, to *succeed*. Avoid discouraging thoughts, or any idea that you must fail. *Be determined to succeed.*

FEAR

The element of Fear has much to do with lack of success in life. We fear defeat in an undertaking, and sometimes pass by a fine opportunity because doubtful of success. We fear the future. We fear ill health. We fear many things that never come to pass. Success demands courage, and if we have courage we can nobly bear defeat if it comes. Train your mind to avoid fear. If fearful of anything you are about to venture on, consult your inner self, take time to consider, look at the matter from every point of view, and decide the way to act that your inner self approves. Discipline your mind to banish fear and think constructively—with Courage, Self Reliance

and Faith in yourself. Dismiss all doubt of yourself. Fear makes defeat. It is the enemy of successful achievement.

INITIATIVE

Ability for Original Ideas and Independent Action. Originality

Like other mental qualities it can be cultivated by mind development. It is simply a kind of special intelligence, and grows with the acquirement of education and experience and the opportunity for its expression. In business or in other affairs of life it is the ability to seize upon a new idea or invention, or a new method to develop a business. To take advantage of some present effort. To take hold at once. "Procrastination is the thief of time."

WILL POWER

This is another quality that develops with gaining of education and experience, and can be cultivated by anyone. It gives the ability to succeed in any undertaking. It grows like other qualifications with mind development. Anyone can acquire it by simple effort and study. *It is simply the Determination to Do.* Cultivate it by thinking you must and will succeed. It grows with effort.

INTELLIGENCE

Readiness of Comprehension—Mental Ability

Many persons entirely destitute of education are intelligent; and such persons, if they have the opportunity or the *will power* to acquire *some* education, will be fascinated with the pursuit of knowledge, *and develop themselves.* Such persons *always rise*, for this quality in man or woman is continually

sought for by employers *who want ability in the conduct of their business.*

This quality of all others is the most in demand by employers, for the person who is intelligent is keen in ideas, and gets a mental grasp of things. Such persons are put in charge of important affairs, and command large salaries. It is the intelligent person who is either at the head of large concerns or who has his own business.

It is often the result of *ambition to succeed* and the acquirement of some education. It grows with mind development the same as other qualities. Anyone can develop intelligence by simply cultivating good sense, with careful study of himself and those about him.

SALESMANSHIP

Why can some men or women sell goods while others cannot influence business? This is largely a natural gift—born in the person, but can be acquired if the *fundamental* idea is known and developed.

In the first place a salesman must cultivate an agreeable manner—a pleasant, easy way—and to learn from the study of people and faces how to use the manner according to his customer. This is especially so with the traveling salesman, who has to approach men of different minds continually, and to be successful must know at a glance how to introduce himself if the party is a new or prospective customer.

There are many different ideas and directions offered by various writers as to how to learn salesmanship.

There are only a few simple rules—no need of long lessons. The really best way to sell goods is *simply to be natural* and

easy in manner. without being either obsequious or too forward. The successful merchant, when approached by a stranger who is trying to sell him goods, does not like the salesman to be either too friendly or too forward—or to be shy or cringing. A simple, quiet manner—a *self-respecting manner*—a polite way of approach—will gain an interview with most men of affairs. A bold way will take with some, but most men are annoyed by boldness, especially in a stranger. No salesman should offer to shake hands—the offer should be by the other party. The statement of his business should be simple and direct, without waste of words, for most active business men want to come direct to the point, if interested at all.

Some men can be urged into buying, but most buyers, unless you have an excellent argument, are antagonized by too much urging. A buyer wants to feel he is using his own judgment, not yours. Don't be too persistent. It has spoiled many a sale. Better leave it for next time.

Salesmanship simply consists in a polite, agreeable manner of approach—plain statement of business—a friendly, but not too friendly way to state your business without too much persuasion or too much boldness. A simple, easy, but unassumed confidence in yourself, and the desire to gain your customer's confidence. Much depends on manner, and many a salesman who could not at once make a sale has left a good impression that means successful business on future calls. Everything depends on the *first impression* a salesman makes. Pleasant feeling leads to successful business.

If possible to avoid, never quarrel with the man who won't buy at first. He may be curt and unpleasant. Leave

him politely. Sometimes such men prove later to be good customers.

The modern business man is generally courteous and approachable, and that is the kind of man the salesman must not be too insistent with. Most buyers know what they want—will listen to your business—and decide at once without urging. Study your man—but on a first call don't try too hard to make a customer.

Salesmanship is an art, and can be learned by careful study and experience. The really successful salesman is the man of pleasing address and *natural* manner. The salesman who has made a careful study of his customers seems almost to have a hypnotic influence, and produces the effect on the mind of his customer that he wishes to give orders for goods to this particular salesman.

It is an art to be carefully studied and by experience develops to an amazing degree in some persons. Some salesmen develop such a pleasing personality that they seldom miss a sale. It can only be developed by careful observation and study of both yourself and your customers. The few suggestions given above will enable any person of intelligence to develop his ability to sell goods. By applying these few simple rules the further development will be rapidly produced by actual experience in selling. *It often develops one's ability more than any rules given in books.* The sensible person learns by experience. No need of long lessons or big books to learn how to sell goods.

THE PERSON WHO RISES

The person who gains success in any business or salaried position is the one who *wants to improve*—the one who takes

every opportunity for development, who studies his or her business, who is keen and observant. That person is the one who gets up in the world. The careless, indolent, indifferent person who is satisfied with one's self is the one who stays down.

EDUCATION

Some persons entirely without education, but possessing *will* and *energy*, gain wealth—but these same persons, if possessed of a fair amount of education, would have obtained even greater success, and with it the higher opinion of others. For it cannot be denied that all persons look down upon and pity the person who is seriously lacking in ordinary common schooling.

Therefore all persons desiring success and the good opinion of others should endeavor to improve, to educate themselves. If greatly deficient they can get the most elementary books—just common school books of grammar, arithmetic, geography, spelling, and by study, instruct themselves, and later read books of history and science or general information. Such books can be obtained at any library. Any person really desiring to rise—to succeed—to be something—to gain wealth—to own a business—to be a partner in some paying concern, or manager of a big business, *must* have some education. And it is the easiest thing in the world to acquire if you have the desire and the will to obtain it. With the desire and ability to obtain success just naturally goes the desire and effort to gain knowledge, and all persons who have the desire to succeed in life should cultivate their knowledge and intelligence. It is only the person who is careless or indifferent, who is satisfied to be deficient in ordinary knowledge, or who neglects to improve his capacity, who stays down.

The one who is self satisfied or neglectful of these things is the one who really has a small opinion of himself. He is the one who in writing a letter uses a small I for himself or who is so indifferent to the opinion of others that he is careless about the correct and grammatical use of the English language. Often the careless use of language has spoiled a business opportunity. In most businesses a correct use of language is necessary—and incorrect speech or writing should be avoided—especially the mistakes of using “done” for “did,” “seen” for “saw,” “have did” for “have done.” If not certain that you are using correct language, get a common school elementary grammar, and note what it tells you to do. This is more important than some persons think. Correct speaking or writing indicates good breeding and intelligence.

It is important also to spell correctly. No educated or self-educated person neglects this. If deficient in spelling, obtain a common school spelling-book, or a small dictionary.

REFINEMENT

Every man or woman who desires to improve, and who earnestly and with determination strives for self development, should endeavor to be refined, not only in manner, but in thought.

Courtesy, kindness, affability, give a grace and graciousness to one's bearing that wins the regard of others, and goes a long way in aiding to accomplish success in any kind of business, profession, or position. By all means cultivate good manners. By so doing all the ways of life are made smoother.

A GOOD APPEARANCE

Be neat, careful and particular in your dress. No need to dress expensively. Good taste in selection of your apparel and avoidance of pronounced styles or colors are the marks of refinement. A cleanly, careful person, who dresses correctly and has the bearing and appearance that always belong to the person who believes and practices self development can command respect under all circumstances.

EFFICIENCY

It Leads to Wealth and Distinction.

Can the uneducated person rise to wealth or distinction? Yes, but the educated person has a better chance.

Advancement in life can be gained by the simplest of all methods—the *desire* and *will* to *accomplish*. The person who determines to *improve his education* and *ability* will rise to better prospects, and attain success because the mere *wish* to improve, combined with the *will* to accomplish, *will cause that person to seek the means for improvement*. This is easily accomplished if one has sufficient *determination*. This is the method as follows and it cannot fail to benefit. It cannot fail to cause that person to rise.

If entirely lacking in education you can obtain from any nearby school a list of elementary instruction books same as the pupils use, and can borrow or buy similar books. Read grammar, spelling, arithmetic, geography. *Learn to write a clear, plain hand*. Anyone can do it by practice. Buy copy books at any stationery store.

Study to improve. As you advance, get books of history and science. If you wish to learn bookkeeping get such books.

If you have or can obtain an encyclopedia, study it for it contains chapters *on all knowledge*. Turn to the different subjects you want to know. If you have no means to buy books, go to a library or go to any Y. M. C. A., and read the books at that library. *Learn first of all to spell and write correctly.*

Success in life depends entirely on *The Will To Do*. If you cultivate your own *desire to succeed*, and with it *determine to improve, you cannot fail to rise*. It is the natural result of education and the cultivation of *will power*, which anyone can do by *study and effort*.

This is the only way to success. The uneducated man rarely becomes rich, because, with the lack of education there is a lack of *ambition*, and *ambition* is the *mainspring of all success in life*. Cultivate ambition. No man ever rose to distinction and wealth without it. *The wonderful principle of success* consists of ambition and determination.

You do not need big books or lessons to tell you that within every human being there is a wonderful principle that gives success in life, You only need to cultivate *your own ambition* and develop by study and reading your own *mind*—develop the *Will To Do*—and you will find your natural level. You will rise because education and improvement give *efficiency*, and efficiency leads to success.

While a college education is a great aid to success, it is not necessary for the man or woman who has the *Will* to gain knowledge. Books will give you sufficient for all business opportunities. The self-educated persons have been the ones who have gained the greatest wealth.

HOW TO OBTAIN A SITUATION

If not in a position, and desiring to obtain one, what is the best method to get a situation?

It is best to first decide what kind of a position you want. What is your preference, or what predilection have you for any certain kind of business you want to get into and advance. Or, if your needs are pressing, and you must get something to do at once, what is the best way to go about it?

Answering advertisements, if the advertiser is in a large city is almost a waste of time unless some special qualification is asked for and you have that special knowledge. If so, plainly state in a letter in as few words as possible, and directly to the point, what your qualifications are. In answering advertisements a good, clear writing produces instantly a good impression if the style is plain, distinct and free from any attempt at fancy penmanship. Should your efforts not meet with success, and you have met with no success if personal replies or calls have been made, you might try offering your services to persons who have not advertised. Sometimes the personal call of an individual applying for a position produces the impression that such a person has the qualities desired in an employee, and an interview results that may lead to successful employment and advancement. An entrance into a business concern in this way sometimes leads to important developments. A person who will make personal application in this way is almost sure to be one of some ability. The way to do it is to select a certain street and go into each store or office on one side for a certain space and then take the other side, making a careful memorandum of where started and

where left off—and also of any appointments made, or any chance of a future opening. By this method, if persisted in, anyone of fairly good address can obtain a situation.

OPPORTUNITY

It is said opportunity comes at least once to every person. To profit by an opportunity, keep yourself fit. Be sure you have developed all your faculties, your intelligence, your energy, your perseverance and that you have cultivated your powers of observation and memory. If you have put yourself in condition and your mind is alert and keen, you will know the opportunity when it comes, and grasp it,

It is seldom that the opportunity is lost by the one who is fit—who is careful, watchful, alert and keen.

THE DANGERS OF SPECULATION

Don't Play the Horses—Don't buy Stocks on Margin

Don't Bet—Don't Gamble.

The dangers of all forms of chance should be fully understood, for they lead to ruin in nearly every case, and misfortune in all. Nothing is so utterly devoid of sense as betting on horse racing. A close study of the "game" shows that there is not one chance in twenty of winning. The only ones who make money are the "inside" ones. The bookmaker has *within one* to win *in all races*, for *only one horse* can win, no matter how many run in each race—so when you bet on a race—if bets made with a bookmaker or "pool room"—you are betting to win, or for place, against the party who bets to lose. If five horses in a race, he has four chances to your one. If ten horses

in the race, he has nine chances to one—for only one horse can win.

If you speculate in stocks, buy them outright, don't buy on margin—and buy only *well-known* stocks. Don't buy the cheap stocks, they are almost all foolish investments. Most of the cheap stocks—oil or manufacturing companies, may pay dividends for a short time out of the money received from investors—not earnings—and then they “reorganize,” and all the original stockholders are wiped out, and their stock is worthless.

Same if you buy stocks on a margin. The market declines, your margin is absorbed—and you lose the money put up. Don't put it up.

Don't gamble—the loss is always *sure*. Don't play cards for money. If you play poker—some other fellow wins. If you should win often, all your friends will later decline to have you in the game.

The best way to do is to avoid all these things. There is *danger* in them. If you want to be successful, stick to plain *common-sense* methods. Improve yourself by reading, study, application, concentration of effort, determination to do.

SELF CONTROL

In all affairs of business, social and home life, in all your relations with the world, study and practice self control. The man or woman who has that power over the temper or emotions—who is self contained, has poise, is reserved and yet affable and courteous—is the one who gains the respect and confidence of those he comes in contact with.

In business this is absolutely necessary, and in the home life imperative. It smooths out difficulties, avoids quarrels, gives you the best end of every dispute.

Study to control your temper. *Think* before you speak.

LUCK

In all times and among all races of men there has been a belief in luck, and this superstition is not confined to any one class, but seems to be universal; though many very practical persons will not admit their belief. Many claim that luck is what we ourselves make it—either good or bad. How much of luck is simply the result of just the natural course of events? Or is there some peculiar destiny or fate that clings to certain persons? Nothing in Nature is chance. Effects follow causes—but is luck different? We are not born alike. One is born to riches and luxury—another is born poor. One is born intelligent, another dull. Some have the opportunities of education—others have no such advantage. One ventures his all and loses—another takes a chance and wins. Is this luck or fate, or what is it? On strict analysis it can be nothing but the consecutive course of events—for there is no such thing as chance in destiny or the processes of nature.

But why do some persons seem to be always lucky—while others seem to be pursued by misfortune? Is there such a thing as luck?

ECONOMY

One great element in the lives of all successful men is “Economy”—the avoidance of all wastefulness, and the ability to live on the amount you earn, and if possible save something

for capital. Small accumulations amount to larger sums with care and foresight, and often prove the entering wedge to success. Often just a little saved capital can start one in business. The prudent person lives within his or her income. Recklessness in the use of money—careless expenditures—the lack of self denial, are bars to success.

PERSEVERANCE

No effort is worth taking without the quality of perseverance. Whatever you do in work or study, *stick to it*. There is no success without it.

MEMORY

Anyone can cultivate memory by simple observation and attention.

Every thought follows and is connected with some other thought, and memory consists in the relation of one thought to another—a simple connection of ideas.

If your memory is defective it is because you do not *observe carefully*, or note the connection of your thoughts with each other. Every thought you have has been produced by something you have seen, heard or experienced. By a simple connection of ideas memory can be strengthened. Connect your thoughts of things with resemblances of things.

We recollect all things by their differences or agreements. Note these differences or agreements by cultivation of your *power of observation* and you will find you can recall things to mind by one thing that you *do* remember, suggesting another that you have forgotten.

All knowledge is relative; that is, it is connected in our mind with other knowledge, as all ideas are connected with other ideas, and to memorize things we must so connect them with ideas related to them that we can recall them at will.

To do this we must first of all cultivate our powers of observation. We must notice things, and get into the habit of attention.

For instance you may be unable to recollect names or faces. How can the memory of names and faces be cultivated? Many business men, especially in retail business, can remember names and faces of customers they may have seen but once before. Hotel clerks seem to have almost miraculous memories. Why is it? *Simply the cultivation of the habit of observation.* If, when you are introduced to a man, you have previously cultivated your powers of *observation* and *attention*, you will take pains to *catch the name*, and by a mental effort *impress it on your mind*; you will *observe* the person's face and mentally *connect* the face and name. If the person has some peculiar feature you will notice it, and the mind will, as it were, index it, so that when you see that person again the face will suggest the name and if you have cultivated the habit of attention you will recall the circumstances of your first meeting.

Memory and the power to recall things consist almost entirely in the cultivation of the habit of *noticing things*.

Books of many pages have been written telling how by connecting various ideas you can remember things. If you simmer it all down, the substance of it all is, simply, *attention* and *observation*. Just impress upon yourself that you *want to remember*. *Impress upon your mind details*, and you will find

that one idea suggests another and you remember things and circumstances. Careless notice of things means poor memory. Intensive observation is the substance of a good memory.

HOW TO WRITE LETTERS

In business the correct way to write letters is of the utmost importance.

A well written, carefully expressed letter sometimes means the difference between success and failure.

Few person who lack either business or social training can write good letters.

Most persons are careless or indifferent—and a very large number are utterly ignorant of the first principles of correct letter writing, either for business, social matters or other affairs.

In ordinary correspondence—social or friendly—the ordinary note size, $8\frac{1}{2} \times 5\frac{1}{2}$ inches should be used. In business the larger sheet, $8\frac{1}{2} \times 11$ inches. The envelopes should match the paper. All envelopes should have a return notice in upper left hand corner. This should never be omitted, for we are all liable to mistakes in addressing our letters and they may contain money or matter we would not wish to lose.

All letters should first have your address and date in upper right hand corner.

The name and address of the person you are writing to should be near the top at the left but in a line *below* the date. Then you write below that the salutation—"Dear Sir," "Dear Madam," "Dear Mr. Brown," "Dear Mrs. Brown," or if a firm, "Messrs. Jones & Co., Dear Sirs"—or "Gentlemen."

Don't crowd your words or sentences. Leave a white margin at the left of at least a half inch to an inch.

If you are writing to a stranger he will judge you by the style of letter you write.

If a business letter, or one offering something for sale, it should be direct, pointed, incisive, and with no waste of words. Don't mix your ideas. Complete one idea before commencing another.

If offering something to sell mention the purchase would be a benefit to the reader. Avoid as far as possible the mention of yourself as wanting to sell—avoid using I. Tell him “*You* will find the article offered a profitable purchase.” Dwell on “*you*.” He is interested in *himself* and *his* benefit. He does not care for your interest in it. Say what you have to say in as few words as possible—make it short, forceful, compelling, and interesting. The letter writer should know how to spell correctly. If poor in spelling, keep a small dictionary handy.

If you lack style or knowledge in writing business letters, save the letters you receive from business houses—select the best and study them.

Then the substance or body of your letter—commencing it just under and to the right of the salutation. You finish by putting below the last line and to the right—called the complementary close—“Yours truly,” or “Yours, etc.,” or “Sincerely yours,” “Yours faithfully,” or “Your friend,” or any form that you may prefer, and under and to the right of this your name.

Always give separate sentences for separate ideas and commence each sentence with a capital letter. Always a capital

letter after a period. For clearness and good style it is often better to take a separate line for each sentence and commence each sentence not at the extreme left but a little to the left of the middle of the page. Write clear and plain. Good penmanship always produces a good impression, but avoid all flourishes or anything approaching a fancy style. A clear, clean, legible style of writing is a really fine accomplishment and should be aimed at by all person whose business or social connections require pen writing. For business it is best to send type-written letters if you can do so.

In writing form your separate letters carefully. If you are not a legible or good writer (and many finely educated persons are not) you will benefit yourself very greatly by obtaining at any stationery store a copy book—same as scholars use at school—and practice until you have not only acquired a fine penmanship but have learned to correctly form your letters. The Spencerian system is the best, and easily obtainable at small cost.

In writing pen letters, while most well-informed persons spell correctly and understand the proper use of personal pronoun I, there are many well-meaning persons who, either from lack of information, or carelessness, or indifference, use a small i in writing of themselves. This one habit or defect alone produces in the mind of the intelligent or well informed reader a decidedly unfavorable impression, and always indicates that the writer is not familiar with up-to-date methods. All writers of letters either for social or business purposes should avoid any appearance of lack of intelligence, or show any carelessness or indifference to appearances. We should all strive under all circumstances to appear at our best.

The way a letter appears to the person who receives it may mean much, if it is on some important affair, so care should be taken that it is written correctly, in good form, correctly spelled, and correctly constructed.

PENMANSHIP

In another part of this book directions are given how to learn to write well. Few persons realize the great advantage of legible penmanship. It means much to the person who aims to be successful, and anyone can write a beautiful hand if care and effort are put into the matter of attaining that end.

Determination and *will* can accomplish almost anything desired, and if you determine by practice to become a fine penman, *you can certainly be one*. Just observe the rules as given in this book, and note from day to day your wonderful improvement.

A fine, clear, legible and handsome writing attracts attention at once, and *compels* a favorable opinion. If such writing is in a letter applying for a position, that is the letter *answered first*, and in every case it takes precedence of all others, if with the good writing it contains good sense and clear expression.

By all means try to improve your writing. The attempt to direct your thoughts to better effort will aid in advancing your mind development; it will help in giving you self confidence and faith in yourself. Try it, and note how just this one effort toward success leads you on to higher efforts and development. Its effect is marvelous, and as you note your improvement and find out how artistic and beautiful your

penmanship becomes, you realize what attention and will and effort mean in your progress to better advancement.

Writing shows *character*, and the more artistically and legibly it is developed, the plainer it shows the character of that person.

In all clerical positions a person writing a fine clear style can always command more salary—and if other means of development have been used successfully as directed for mind and will—that person continues to rise.

You must keep in mind that to develop good penmanship requires just the same determination, perseverance and concentration of purpose as do the other necessary qualities that advance you to something better.

SYSTEM

The necessity of system in any business should be apparent to everyone.

System is the orderly arrangement of matters. A method of conducting your affairs that they go smoothly and with a definite purpose. It is keeping things in order, and following a plan. A way to accomplish the most with the least trouble, labor or expense.

With the business man it is a proper planning ahead, and so ordering his business affairs and details that everything works smoothly and gives the best results with the least friction. It makes all work easier, is a saving in time, and makes all parts or departments of a business work correctly together.

No business can be fully successful without careful regulation of all details. Some business can be run haphazard, and perhaps make large profits, but much larger profits would be made by a correct method.

BUSINESS SUCCESS

While all men cannot be so successful as to become millionaires, nearly all can be successful in some business or some position or profession.

The fundamentals of business success are few and simple. They consist of Perseverance, Energy, Industry, Singleness of Purpose, Attention to Business, Self Confidence, Determination, Economy, and with these should go Enthusiasm, Courtesy, Common Sense, Honesty and determined Application.

In the first place a business should be built on a firm foundation of Honesty. Without it no business is safe. It is the best under all circumstances, and gives a security that nothing else can give. A reputation for honesty is equal to capital, and often superior to capital. It is the best asset of any business. Be fair in all your dealings—fair to your customers and fair to yourself. This alone will largely help to increase and build up any business. Be honest to yourself as well as your customers. Keep your affairs close, and at the same time be above board in all your dealings.

TACT

One of the most necessary things in business is Tact. Tact is wisdom and careful management of your words and actions. It is doing the right thing at the right time—the most correct thing the circumstances require. The avoidance of embarrassment by saying or doing the right thing.

POLITENESS

Another very important thing is Politeness. Under all circumstances it pays to be polite. It is the most inexpensive of all accomplishments and one of the most valuable to have.

Be polite, not only in manner but in the tone of your voice, for often the tone means more than the words spoken. Cultivate a pleasant, agreeable way of speaking, both in manner and tone. Let your tone express politeness quite as much as your manner.

PERSEVERANCE

It is necessary to cultivate Perseverance. Stick to your business and its duties, whether you have a business of your own or hold a position. Avoid any appearance of idleness or neglect. Strict industry always pays.

FALSE PRIDE

Avoid false pride in the necessary things to do, whether for yourself or for an employer. Don't refuse to do a thing because too proud to do it. Never be above your business, even if at times the work seems menial.

Whether you are a clerk or proprietor, have confidence in yourself. Be above any consideration of failure. Feel sure of your success and you have made success sure.

COMMON SENSE

Use Common Sense in business. While common sense is really uncommon sense, anyone can apply it by simply using cool judgment in his affairs.

LOVE YOUR WORK

To be successful in any business, profession, or position it is necessary to love your work, and to be enthusiastic in it. Much depends on this. If you love your business or your work and feel enthusiasm for it, it means as much for success as the necessary qualities of energy and perseverance.

CONSIDER THE FEELINGS OF OTHERS

In all business transactions, and in all social and family matters, consider that others have just rights, and are entitled to the same consideration you expect from them. In matters of disagreement or dispute try to "put yourself in the other fellow's place." In other words, be just in all your dealings. Do not let others impose upon you, but always consider the rights of others.

HOW TO IMPROVE YOURSELF

You cannot develop and become efficient, and secure advancement and success by simply reading in a book the methods for securing success. It requires much more than that. You must carefully study these methods. It will not do to read these rules in a careless or unthinking way, or to have your mind on something else. They must be carefully studied, and the main points read over again and again, with careful and strict attention. To read without concentration of thought is a habit with many, and a bad habit, for it is one of the reasons why so many have poor memories. To benefit by any instructive reading it is necessary to concentrate your thoughts on the subject before you—to intensely absorb its meaning—to impress it on your memory. This should become a habit, and particular attention should be given to make *concentrated attention* to the matter on hand a particular and personal habit so that anything demanding your attention is impressed upon your memory. This is one of the most important things in self development. To train your mind to concentrate on your work—to do it better—means improvement and advancement. It leads to success.

CONCENTRATION

The man who succeeds is the one who can concentrate his mind on his work, who gives it the most accurate and careful attention, and bends his whole will upon the thing he has to do. This means efficiency. No man can be efficient if he allows his thoughts to wander when all his careful attention is necessary to properly do his work. No matter what that work is, do it well, do it the best you can, do it thoroughly. Take a pride in doing it the best you can. Many persons miss advancement by careless attention to their work. Do not imagine that work can be slighted or carelessly done and pass as good. The careful employee is the one that the man higher up picks out for advancement.

To acquire the faculty of concentration you must train your mind by daily effort to think right; you must so train it that you can control it and direct it with as perfect ease as you can control and direct muscular effort with exercise and development. The trouble with most persons is that they give no attention to this—they do not look within themselves to find out in what way their minds need to be trained and developed. By continued study of yourself you can perfectly train your mind to be accurate and efficient. Look within yourself—study to discover where you are lacking in any quality whose development would benefit you. Develop that quality. Are your manners lacking in smoothness and courtesy? Study to make them better. Is your use of language faulty, ungrammatical, or fails to perfectly express your ideas with clearness or decision? Concentrate your mind on your determination to improve. Apply this idea to everything in your life that is for good. Concentrate your mind.

By attention to this you can so improve that you will be a surprise to yourself.

You must understand this cannot be done in a short time—it is often only the result of careful attention, and takes time to accomplish a decided change—but the change comes if daily thought is given to your desire for betterment, and the *will* to improve.

As our minds enlarge and develop we rise in the estimation of others and in our own, and make ourselves superior to what we were. We become capable of success and we get success.

PROMPTNESS

It pays to be prompt. It pays to be punctual. The employee who is always at his work on time is the one who is efficient and reliable.

The steady, painstaking clerk is the one who is always “on time” in all he does and he is the one who rises to better positions and more salary.

The one who does not hurry, except when considering his own pleasure or amusement—who thinks to be “on time” will not add to his salary, is just the one who does not get advancement—for the very indifference he feels about being prompt is part of his natural disposition or character, and is the element that keeps him down. The careless, indifferent person will stay down because that flaw in his character is a bar to all successful effort. It is only by conscientious attention to business, by promptness in all details, that success in any position or any business can be secured.

Therefore, if you discover in yourself this fault, try to correct it at once by persistent effort to improve. Be “on time” in everything.

REGULAR HABITS

Punctuality and regular habits are essential if you would be successful in any business.

Arrange your duties in systematic order, and make it a practice to attend to them regularly, and with a definite purpose.

By this means you will accomplish more in less time, and with less effort. Be systematic, and be exact. Do not make statements that you are in doubt about. Be sure of what you state—be definite.

Many men fail in business from just this deficiency. They are not exact—not definite. They guess at things instead of knowing. Don't guess when you make a statement—be sure you are right.

DISSIPATION

All forms of dissipation should be carefully avoided. Nothing so completely destroys a man's chance to rise as dissipation and bad or careless habits. No clerk goes to business tired and fagged out without it being noticed by others and by his employer—and no employer will advance the man who shows habits of dissipation.

Keep good hours and always be at your work in the morning fresh and cheerful, and equal to the day's work.

Avoid all drain on your health or vitality if you desire to succeed. Life is a strenuous race, and the man who is fit and well, who keeps his health, is strong and active, is the one who wins.

Be cheerful minded, keep a happy disposition, but avoid being frivolous or indulging in light or foolish talk or actions.

Select good companions, do not read books that do not improve your mind—conduct yourself with a reasonable degree of seriousness. This gives you dignity and solidity of character.

POSITIVENESS

The positive man—if his positiveness is based on actual knowledge and good common sense—is the man who succeeds, for the positive man is the one who is sure of himself, and such men are efficient. Efficiency means success.

YOUR HEALTH

While many men not possessed of vigorous health have been successful men, they were so because they had within themselves or had cultivated the will power that makes success, and rose to a high level in spite of the handicap of ill health.

Vigorous health is one of the best assets a man can have. With it the man of less ability may rise, and it should be carefully preserved.

Good health means cheerfulness and attractive personality. The man with good health can devote all his energies to business, and with other qualities developed of mind and body, can compel success.

Anyone with reasonable care and attention can have good health. Ill health often arises from lack of knowledge about how to live and how to eat, and by obtaining of proper knowledge of these matters health can be preserved, or if lost, can be regained.

The human body is wonderfully made. It is a marvelous piece of mechanism, and needs more care than would be given

a fine machine. It is often the careless neglect of simple hygienic rules that causes ill health. By using this wonderful piece of mechanism reasonably and sensibly it can be kept in perfect running order.

Don't overtax your strength. Don't waste your energy.

Don't eat too much, or improper foods.

Take proper exercise. Breathe correctly by practicing deep breathing.

Bathe frequently.

Live moderately in all things.

Think correctly, for your thoughts have much to do with your health.

For right eating it is only necessary to avoid overeating and the frequent eating of many of the modern overrefined foods that are deficient in nourishment.

Cultivate a liking for foods made from the natural whole grains—whole wheat bread, whole wheat crackers, vegetables, fruits.

Avoid an excess of meat.

Beyond this the normal person can be guided by his appetite. If out of health it can often be regained by proper food or reasonable fasting.

GOOD HABITS NECESSARY FOR SUCCESS

Avoid all dissipation. Be moderate in all things. Use common sense, not only in your business affairs but in your amusements. Avoid extravagance and all wastefulness.

If you want to advance you must keep reasonable hours, so that you start your business each day feeling fit for your work. No man can be efficient who is not careful to keep himself in proper condition. Avoid all things that interfere with

your keeping fit. Keep your health, your energy, your will power, your ability to attend to your business in good working order, and this can only be accomplished by the cultivation of good habits.

Don't get into the habit of delay. Do not put off the doing of a thing that should be done now. Do not get into the habit of carelessness in your work, or lack of attention and concentration. Get a habit of doing things right. "Anything worth doing at all is worth doing well." Do your work well. Do it the best you can. Take a pride in doing it better and still better. It always pays.

SELF CONTROL

There is no one element more necessary in the development of character than the ability to control one's self. Do not act from impulse or hastily. As far as possible, carefully consider what you say. Be self restrained. The ability to hold one's self in perfect control gives poise and dignity. With good common sense it gives weight and importance to what you say. The man who is well balanced, who holds himself well in hand, who talks with discrimination and practical good sense, is listened to with respect and appreciation. He is looked up to and his opinion and judgment are asked for.

Be slow to anger, and even in anger be courteous and self restrained. In this way more is gained than if you give way to harshness and heated argument. By every effort of your mind study to obtain perfect self control.

CAREFUL SPEECH

In all your affairs—business, pleasure, in the family—be careful in your talk. Do not use slang. Think before you speak. Try to make this a habit—to consider what you intend to say—for upon this care in many cases depends the peace of a household—or friendship—or business affairs. Avoid anger as far as possible, and try to get the habit of restraint that avoids quarrels. In conversation or business matters express your ideas briefly. To be brief means to be exact—to clearly express your meaning—to be efficient. Avoid always an excess of words. The most interesting matter of business or friendship can be made dull and prosy by lack of briefness. Let your speech be to the point, lucid, clear, crisp, and sensible.

Careful speech means much in all the affairs of life. Cultivate it.

GOOD BREEDING

This is something that sometimes seems to be born in one, and is apparently part of him as much as the color of his eyes or hair. It, however, is not strictly an inherited quality. The bearing and manners of a man depend upon his environment even more than inheritance. In families of education and refinement the children are environed with influences that elevate and develop their finer feelings and sentiments, and refinement and good breeding become natural to them. And this environment does not always depend upon riches. Many families of moderate means or poor, are refined and well bred. Because a family is poor it does not follow that they are coarse and unrefined—but coarseness and the absence of refinement are generally found among the poor, who lack ambition to

better their condition—or are careless in their habits, or shiftless. If it has been the fate of a man to be born of such a family he can rise above his surroundings, and develop all the qualities of the well-bred man if he has the ambition, and cultivates the energy and will to rise. With the exercise of that ambition and determination to improve will come the graces of the well informed and well poised man—especially so if with his improvement and self development he cultivates the acquaintance of well-informed men. As he rises to higher levels and acquires the rewards of intelligent effort in a better income, he will find, if he has developed the necessary quality of economy and cultivated his good sense, that with the acquirement of more income and the ability to indulge the refined tastes that come to the self-developed man, he has become well bred—has in every way become a finer person—a fact which he recognizes himself, and which is apparent to all he comes in contact with. With the gaining of wealth there should be a finer character, a refined and courteous bearing, a nobler mind.

This should be the effect of wealth, and *is* the effect on the man of fine instincts.

It is only the man who cannot outgrow his coarseness who is made overbearing or pompous by wealth.

HOW TO ADVERTISE

Most businesses require some kind of advertising to be successful, and the kind and style of your advertisement means success or loss.

It is not sufficient to simply state your business and address—there must be something to attract business to you,

more than to your competitor—and to do that there must be snap and originality in your ads. Whatever you have to offer try to offer it in a way different from your neighbor.

In the first place it must attract the eye at once, either by a prominent headline or blank space, or size of ad. But as large ads. are very expensive, you must try to put in the space you feel you can afford to use, such “copy” as will “draw.”

If you have any special article to offer, make that article prominent and attractive, either by asking attention to quality or price. Make your statements short, crisp and to the point. Avoid excess of words. Make your announcement brief, pointed and unique if possible. Space used is always an advantage and clear good-sized type draws better than small type. A large headline or a picture always catches the eye. Aim to be original.

If you are in a business that you can by writing letters reach customers—and have an office force, if only one typewriter—you will find this in some instances, and for some kinds of business, even better than newspaper or magazine advertising.

If your business is dealing in some kind of staple goods, this system will not prove profitable unless you can offer something in price, quality, or in some other way different from your competitors. If you have any kind of a specialty this system can be used to advantage by stating in a short and definite way the advantages of the article. In all such cases it is almost invariably necessary that you offer to send entirely without cost a try-out sample. If you really have an unusual article, this system is almost sure to bring profitable returns.

To get names you must have directories with the names of parties you wish to reach. A U. S. Directory answers for any kind of business as does also a Commercial Agency Book. This is probably the best way to get business if your line of goods is right for it.

If you advertise in papers or magazines you will find at first it is best to use the ones that are not excessive in their charges—but which are old established or are known to have a circulation among the kind of people you want to reach. If you find these publications give good results—then try the larger and more expensive ones—with moderate ads. at first.

In some cases the magazines of large circulation and high prices do not do as well in proportion as the smaller ones, and in some cases make a serious loss when the smaller ones would make a profit. The reason of this is that the circulation, though extremely large, may be partly covered or overlapped by a smaller magazine. Then you must consider if the magazine appeals to the certain class you want to reach. There is a wide difference in this respect. In some fine weeklies or monthlies the ad. that pays well, in some equally good magazine does not pay in them because there seems to be a different class of readers for the different publications. For instance, a good, honest, straightforward ad. that pays well in one publication will not bring paying results in another that seems just as good in its general appearance and contents, unless the ad. is made sensational or exaggerated. This is a singular fact, but it is a fact, and should be considered by any advertiser if offering a specialty.

All ads. should be keyed so you may know which publications are profitable and which not. If you use only a few mediums you can use the street numbers near you.

If extensively advertising then some other way must be used such as Desk 1, Desk 2, or Dept. 1, Dept. 2, or Room 1, etc.

This, of course, must differ in the different magazines.

To keep track of results, keep separate sheets for each medium, with the name of the magazine at the top, and at right-hand corner the key, such as Dept. 1. At left-hand corner put the date you receive the first answer to your ad. in that magazine and mark that sheet, Sheet 1. At the extreme right make a memo. of the ad., its date and cost, and each succeeding ad. put in this column. By having a column of net profits against your daily entries of answers to ads. you can at any time tell at once if the ad. is paying or losing.

In addition to this, have a sheet showing the totals from all mediums each day. For instance:

1st Sheet	Total	Profits	Magazines	Cost of
Date of 1st ad.	Sales		Key number	Ads.
& succeeding replies &				
Total sales each day.				

All ads. are charged for as if set in agate type, 14 agate lines to inch, single column. If set in larger type the agate measurement is charged. Therefore, in figuring cost you must consider the cost of 14 agate lines to each inch, whether you use one size type or another, or if you use borders or pictures.

The best of all ways to advertise is to so express yourself in your "copy" that the reader will believe you are honestly telling him facts—that he believes every word of the ad., and the only way to write such ads. is to believe it all yourself—to offer goods that you know to be honest. It is the *way* you put it, that *attracts*—and the ad. must have the qualities of salesmanship if you expect it to pay.

A SIMPLE WAY TO DETERMINE YOUR PERCENTAGE OF COST OF DOING BUSINESS

And how to add this to the Actual Cost of your goods
to determine just exactly your Net Profit.

It is really remarkable to know how few business concerns, especially those doing a modest business ranging from \$25,000 to \$100,000 a year, have never been able to determine just how much it costs them each year to do business for each current month; but with the following explanation it is easy to determine your exact cost and to know just what your net profit is on goods that are sold.

It is only necessary to keep an accurate and complete list of your expenses as follows:

- Cash expenses,
- Rent,
- Salaries, including owners, partners or officers,
- Dues,
- Taxes,
- Cartage,
- Allowance on discount account,
- Interest on loans or discounts,
- Light,
- Heat,
- Power,
- Repairs,
- Telephone.

If property is owned instead of being rented, charge as expense, 6% of value. Total this for 30 days or for the 12 months and then take your account of total Sales for the same period of time.

For instance, we will say that you are doing a business ranging from \$50,000 to \$100,000 a year and your expenses for that time covering every possible item that is expense, is \$20,000. In other words it would cost you \$20,000 to sell \$100,000 worth of goods. This is 20% and if it costs you \$20,000 to sell \$50,000 worth of goods your cost would be 40%.

We will take it you are doing a business of \$100,000 a year and to the actual costs of your materials that go into your Manufactured product you must add \$20 to every \$100 of sales; that is, add the actual cost of your goods, \$20. If an article costs you \$50 and you sell it for \$100 your net profit is \$30; your gross profit is \$50. As the total gross sales increase your percentage of cost will decrease. This is a safe basis to work on.

WHAT ARE THE ELEMENTS OF A SUCCESSFUL BUSINESS?

A business to be prosperous must be conducted with *System, Careful Attention* and *Honesty*. In starting a business, if capital is small, credit may be necessary and credit is rarely given to any extent unless the party has established a good *Character*—has a reputation for honesty and good principles. This will sometimes take the place of capital—for credit given is actually capital used; and if the business is a venture based on sound sense, credit can generally be obtained by the person whose honesty and determination to succeed is believed in by persons whose goods he desires to deal in.

It is seldom wise to start in any business without a knowledge of it and the goods intended to be dealt in.

Persons starting their own business generally have obtained a knowledge of the business, and branch off from some established line—or join with someone who has that knowledge.

Whatever the line, its success depends on *offering goods that people want*. On representing them truthfully. On strict attention to every detail. On fairness to all, good nature, and a courteous manner. On economy, efficiency, and determination to succeed.

If contemplating a partnership, read the legal status of partnerships before entering into any. We cannot go into those details here, but any book store can supply a book giving legal knowledge for the business man in a small volume, treating of partnership, contracts, real estate, legal documents, wills, etc.

Remember that Success depends upon strict attention to business, honesty, correct system, prompt payment of bills, care in allowing credits.

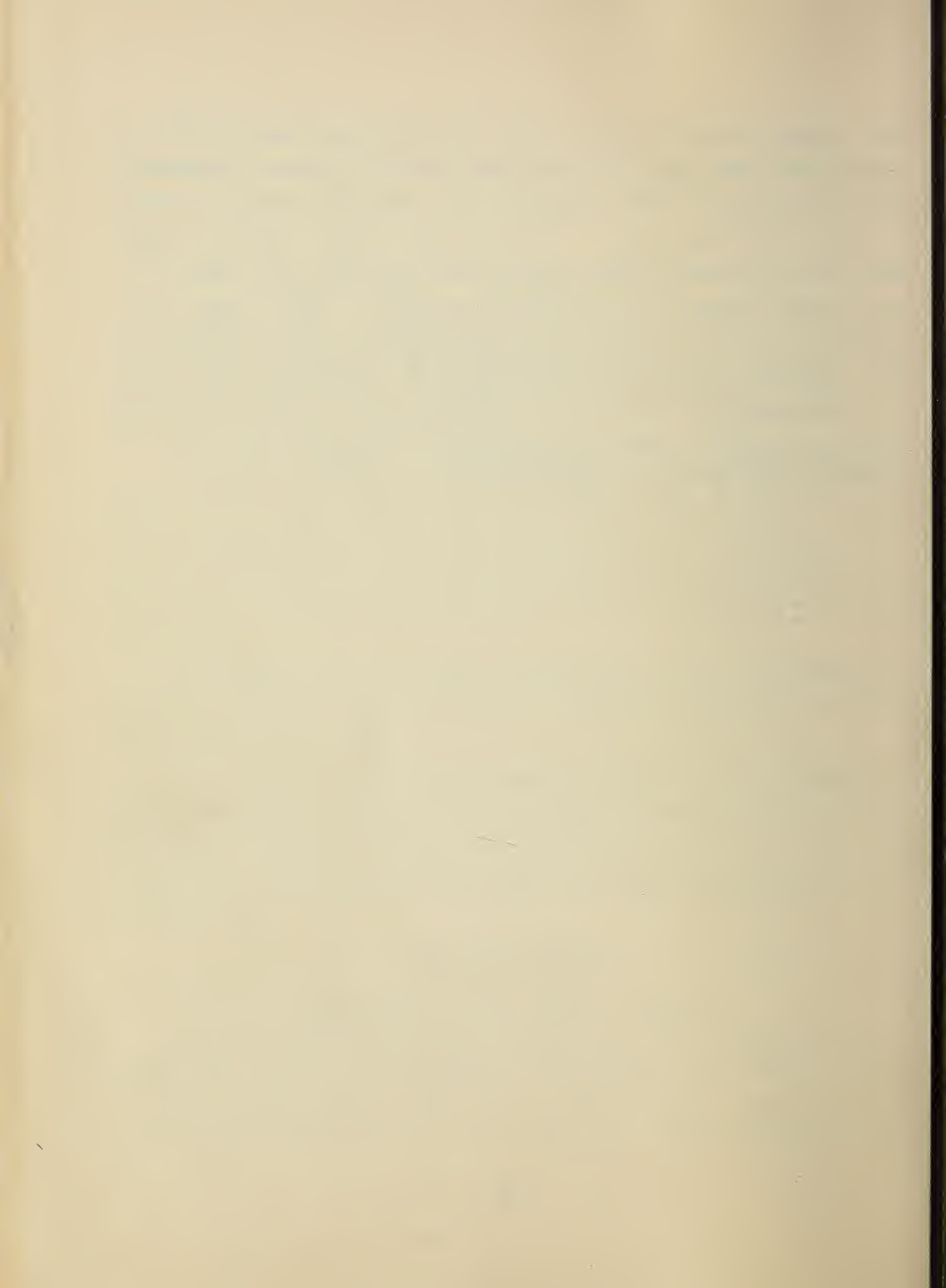
If you are an employee in any capacity your advancement depends *entirely upon yourself* and your *Determination to Rise* by being Efficient—which you can be—anyone can be—by regulating his actions by the clear and plain suggestions given in this book.

HORSE SENSE

A quotation from Elbert Hubbard

If you work for a man, in heaven's name work for him. If he pays wages that supply you your bread and butter, work for him, speak well of him, think well of him, stand by him and stand by the institution he represents. I think if I worked

for a man, I would work for him. I would not work for him a part of his time, but all of his time, I would give an undivided service or none. If put to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn and eternally disparage, why, resign your position, and when you are outside, damn to your heart's content. But, I pray you, so long as you are part of an institution, do not condemn it. Not that you will injure the institution—not that—but when you disparage the concern of which you are a part, you disparage yourself. And don't forget, "I forgot" won't do in business.—ELBERT HUBBARD.



HOW THIS BOOK CAME TO BE WRITTEN

The publishers of this book have for many years dealt in a special kind of Pure Olive Oil, selling direct to the consumer. for the reason that it could not be supplied through the jobber and from the jobber to the retailer without making the cost to the consumer too high.

It is the unusual olive oil mentioned in this book, and is sold under our own brand in handsome decorated cans.

A NECESSARY EXPLANATION

CALLAHAN'S Special Olive Oil

So many persons who purchased this oil wrote us, asking about diet and food—how to prepare and take mixed grains—how to take olive oil, that we found we could not take the time to answer by letter all these questions, therefore we concluded to put the most important facts about eating for health—partial fasting—and the use of olive oil, into a book. This book was the result.

The facts about olive oil are unknown to most persons and we hope may be considered of value.

At first the book was very small, and only described the Partial Fasting Method, Complete Fasting, the Mixed Grain Method, the Olive Oil Method, and gave a few other facts. With each succeeding edition more was added about foods, and modern researches and discoveries about food and health. The present edition now combines in one book the subjects of health, food and self development of mind and body.

We trust our readers will excuse the necessary mention of ourselves as dealers in a special kind of olive oil. If we left this out the book would cost the same and we would have to answer many letters that the book now fully answers. The facts about olive oil are important to all persons seeking health, and the information given is new to many. The many uses of olive oil would have to be mentioned, as but few persons know of its virtues. In addition to this, many wrote us they could not obtain in their towns pure olive oil, but found this oil far superior to any they had used, and entirely different.

The writer has tried to treat the subject of Self Development—the Principle of Success—in as clear and concise a manner as the importance of the subject required, and has included in these pages in one book all the necessary information that some writers have made a series of books or lessons costing a much larger sum than this volume.

SAYINGS OF SOME PROMINENT MEN

Most people would rather fail, sicken and die than *think*—and they do!—SHELDON.

You benefit yourself only as you benefit humanity.
—JAMES OLIVER.

Anybody can cut prices but it takes brains to make a better article.—P. D. ARMOUR.

When you open a school you close a prison.
—VICTOR HUGO.

Let our schools teach the nobility of labor and the beauty of human service—but the superstitions of ages past—never!
—PETER COOPER.

The great deeds for human betterment must be done by individuals—they can never be done by the many.—PEABODY.

Success is rooted in reciprocity. He who does not benefit the world is headed for bankruptcy on the high-speed clutch.
—H. H. ROGERS.

WHERE TO OBTAIN THE ARTICLES MENTIONED IN THIS BOOK

These addresses are given for the benefit of readers of this book and are not advertisements.

As this book is frequently ordered by persons in foreign countries we have left the brandy and gin directions to remain in the book in this new edition.

Wines, liquors and alcohol are not obtainable in the U. S. except by physician's prescription.

GRAIN DEALER

Edward R. Donovan, 238 Fulton Street, cor. Washington,
New York City.

Whole Grains, Whole Grain Flour, Whole Malt, Ground Malt,
Natural Bran, by Parcel Post or Express, 5 lbs. or over.

NATURAL RICE

Seaboard Rice Milling Co., 57 Laight Street,
New York City and Galveston, Texas.

Carqué Pure Food Co., Inc., Los Angeles, California,
Whole Rice and California Pure Food Products.

GRINDING MILLS

Enterprise Mfg. Co., Philadelphia, Penna.

N. Drazin, 29 Murray St., New York.

The A. W. Straub Co., 3737-39-41 Filbert St.,
Philadelphia, Penna.

GARLIC

Sold at Fruit and Vegetable stores. Not generally sold by grocers.

RIPE OLIVES

Acker, Merrill & Condit, 55 W. 13th St., New York.
All kinds of Fine Groceries.

PECAN AND OTHER NUTS

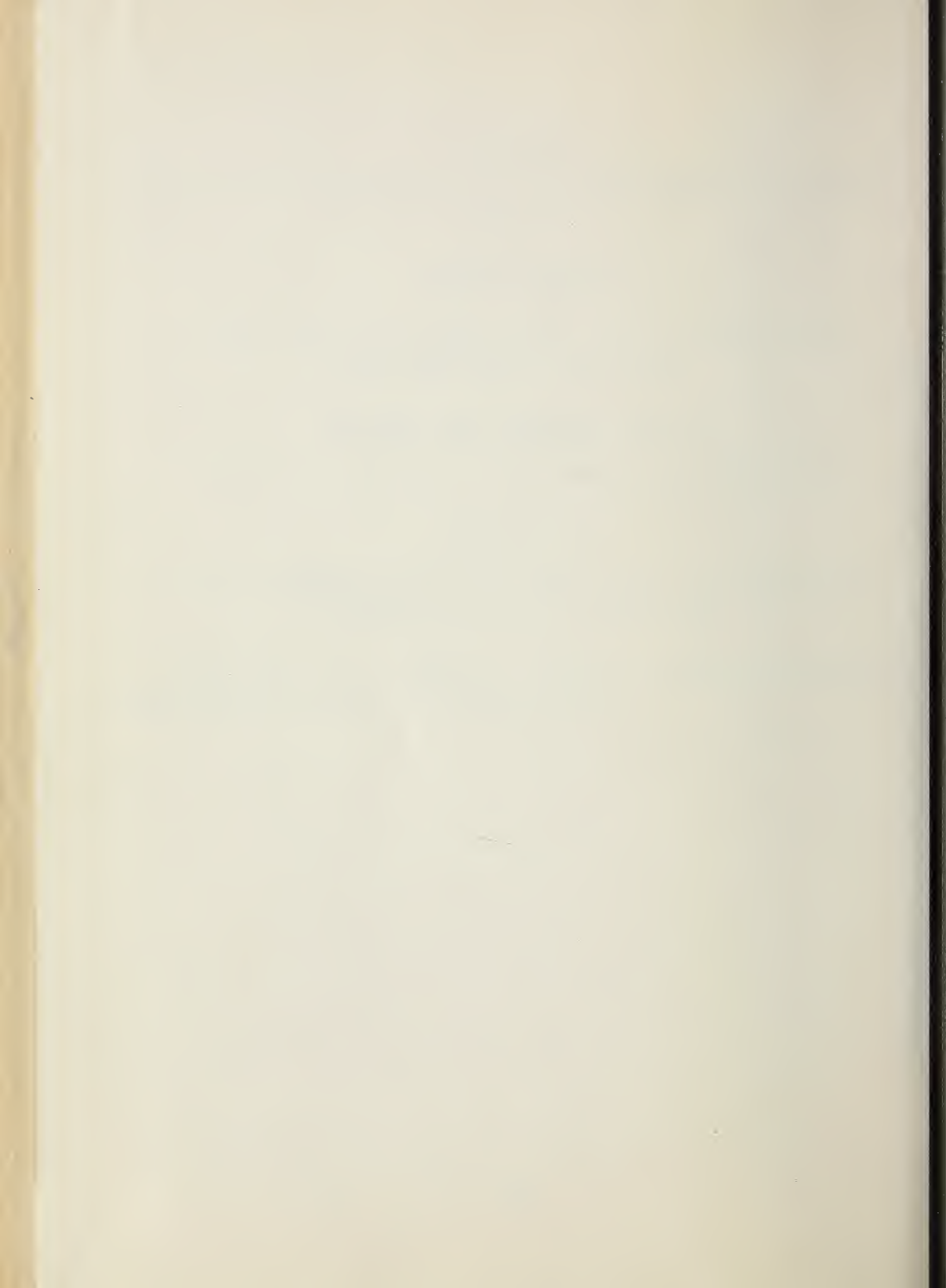
Charles S. Cash, 225 Fulton Street, New York City.

OLIVE OIL

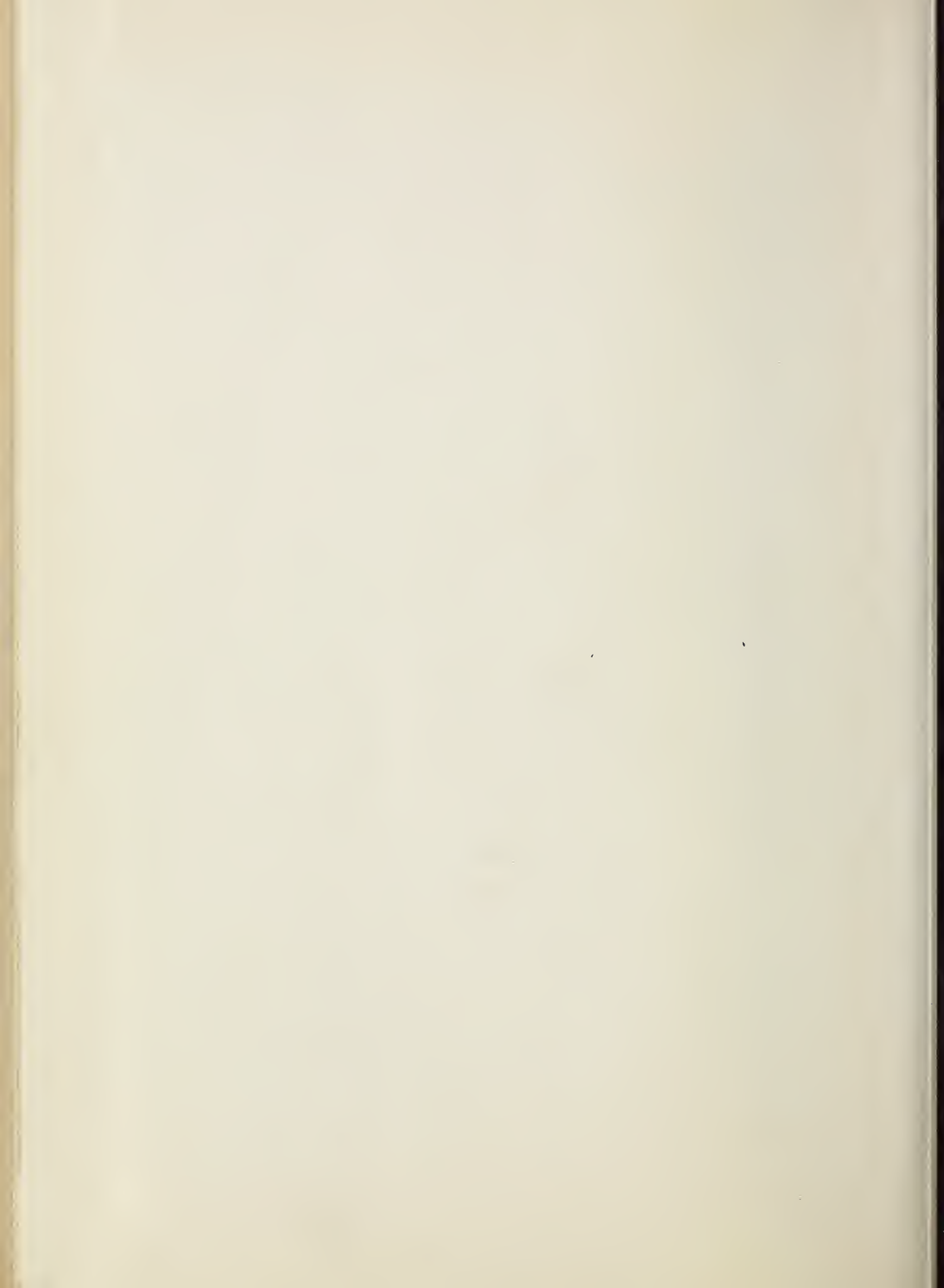
George Callahan & Co., 218 Front Street, New York City.
A special kind of Pure Olive Oil.

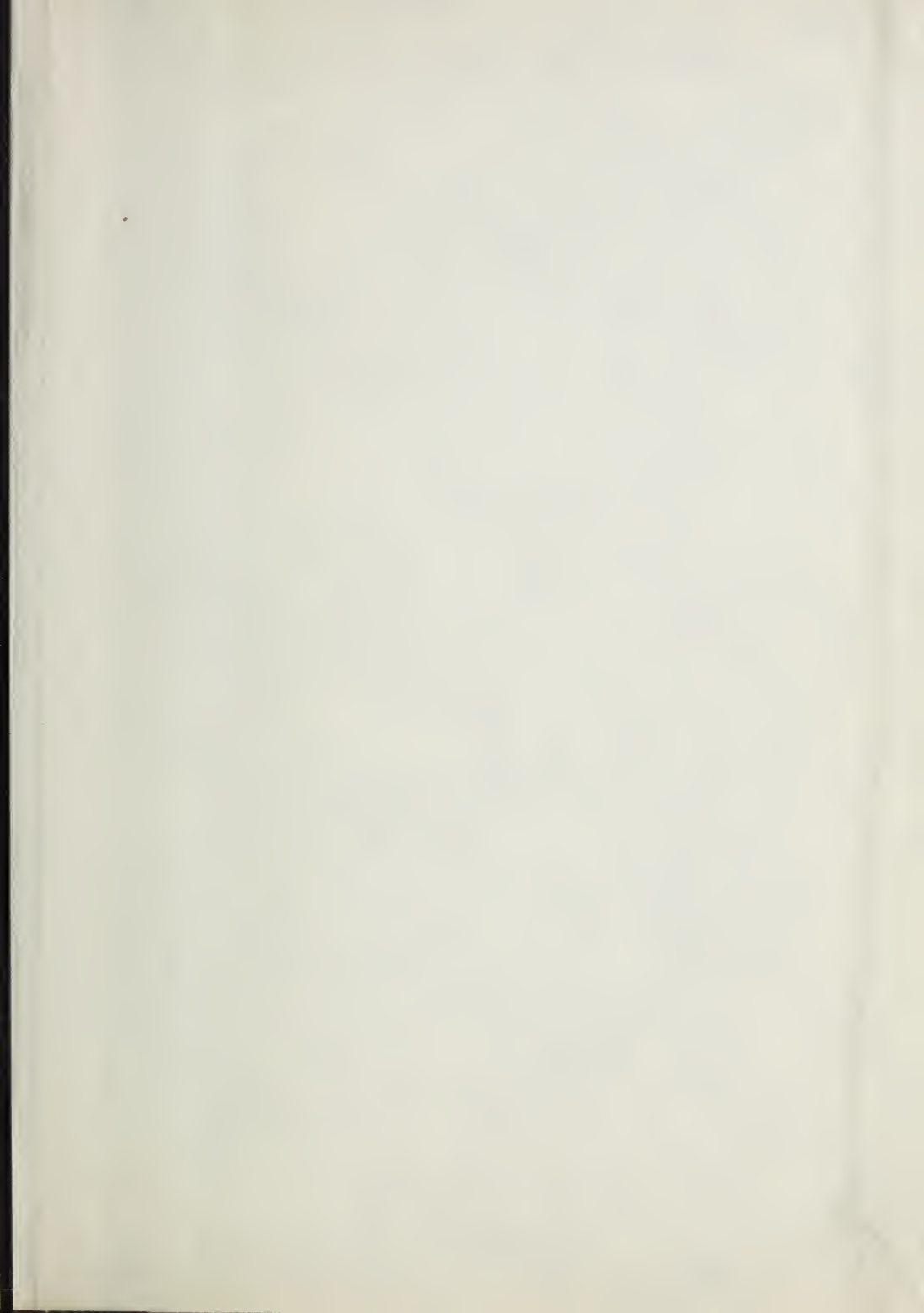
Will send free a price list giving valuable information and cooking recipes, and testimonials.

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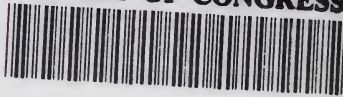








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